

FPUSA 2017 Board of Directors

October 2017 Agenda

Approval of September 2017 minutes

Please review the attached PDF [FPUSA_Minutes_Sep2017.pdf]

Business

Item 1– Ad Hoc Budget for the remainder of 2017

- \$300 for Social Media advertising. Facebook offers various forms of paid outreach whereby they send ads to groups with similar interests. This will be experimental, and if successful we will expand this in 2018.
- \$25-30 per month to upgrade to a paid MailChimp account. This will be required for our revised communications strategy, which will include social media integration. We will preview the 2018 FPUSA Communications Strategy in full early next week. A key to the upgrade to a paid account is gaining access to technical support, which is not provided with a free account. MailChimp has just expanded their offering to include some really appealing marketing support, particularly in the social media area.
- \$540 (estimated maximum) for promotional hats to be provided to each participant in the upcoming Women's CCWQ. Jo Ella has requested this as a way to enhance the promotional value of this experimental tournament format. I support expenditure.
- \$200 (estimated max) for set up charges with Zazzle for our merchandise store. We will be using Zazzle to offer FPUSA merchandise at no risk to us, i.e. no inventory, no fulfillment, etc. expenses or overhead. These items will include many common items: t-shirts, polo shirts, caps, mugs, stickers, etc. We set the price, to include a small profit for each item, Zazzle produces and ships the items to the customer.
- \$2500 (estimated) for request from the Sport Committee for umpire supplies. Supplying our umpires with the right equipment is an area FPUSA needs to improve. The items requested are: calipers, 25@\$21 ea; aluminum folding measures 25@\$30 ea; umpire cards 30 sets @\$2 ea; 10m tape measure 25@\$12 ea; umpire cap @\$10-15ea. This is a significant expense, and could be pushed into the 2018 budget, but it would be nice if the items could be ordered so that they are available when the tournament season begins in Florida early in 2018. The prices are based on Pétanque Shop pricing. Pétanque America, as our sponsor, is looking into the items and will give us pricing as soon as they can. I have made them aware that they must be competitive.
- The estimated total expenditure is \$3,540 + the ongoing monthly MailChimp cost (max \$360 per year at current list size).

Note: this item has been carried over from the September meeting.