



SSL Board Meeting Minutes
August, 18, 2025
Hooked on Colfax

[Previous Meeting Agenda](#)

Please Edit appropriately by EOD Aug 14, 2025

Roll Call/Quorum:

In attendance: Steph, Eli, Gaelen, Quinn, Brandon, Andrew, Kirin, Jared, Grant, Kristen, Brian

Not in attendance: Fiona, Sloan, Justin

Welcome & Votes (6:15 - 6:35) *Gaelen to add any updates here*

- Welcome
- **DISCUSSION**
 - Open Positions - Candidate applications and notes from interviews along with ELT recommendations have been e-mailed to BOD to review ahead of time. We will be doing paper write-in votes to allow anonymity for voting at the end of the meeting.
 - o VP of Operations
 - o Treasurer
- **VOTE**
 - [New Bylaws](#) - to VOTE on final approval. Comments were due 7/31 per the last BOD meeting.
 - o YAY: Steph, Eli, Gaelen, Quinn, Andrew, Kirin, Brandon
 - o NAY:
 - o Abstain: Fiona

Previous Action Items (6:35 - 6:45) *ALL to add any updates here*

- ~~Board Contact List - please fill out by the end of July.~~
- Please update your email signature by the end of July.
- ~~Fiona to create a member feedback form~~
- ~~Add any comments to the Bylaws by end of July~~
- ~~Add any comments to Pride SWOT by the end of July~~
- ~~Quinn and Andrew to collaborate on upcoming Beer Bust dates~~
 - 12/7 - Beer Bust at Buddies - confirmed
- ~~Quinn to start a camping thread in the #social Slack channel to gather feedback from everyone~~
 - Tabling for the spring to better plan
- ~~ELT to send dates to Kirin & Justin to make graphic and marketing plan behind it~~
- ~~Brian, Eli, and Kirin to meet to discuss marketing~~
- ~~Steph & Brian to connect~~

- ~~Fiona to build out incident reporting form and process around filling it out - bring to the next BOD meeting~~
- Steph and Eli to connect with insurance company on any liability related to CPR/first aid training
 - Steph is waiting a reply
- Sloan to share red/yellow card rules
 - Shared via Slack on 7/29
- ~~Fiona to build out "rules and guidelines" for the Town Hall~~
- Eli to coordinate with Jeff and Kirin to transfer access of YouTube
- ~~Kirin to build out marketing plan to present at next BOD meeting~~
- ~~Gaelen to build out open position form and share details with Kirin and Justin to begin marketing~~

E-Board Updates (6:45 - 6:55) *Steph, Eli, & Gaelen to add any updates here*

- Leadership Expectations
 - We are a new board, and stepping into a new chapter of Summit Sports League
 - We are the face of SSL. It's important for us to hold ourselves accountable, not speak out of turn, etc. The tone of how people will approach our organization comes from the top.
 - As board members, we are held to higher standards - especially in the eyes of our members.
 - We understand that things may happen in the moment, but understanding those expectations and holding yourself and others accountable is a part of the role
- Meeting attendance for BOD individuals
 - Only meeting four times a year, we ask that you make it to at least $\frac{3}{4}$ meetings in person
 - Expectation - everything that you can make in-person is awesome
- BOD Retreat - Friday to Sunday mountain getaway for the BOD to have team bonding but also build out goals, strategies, ideas for 2026. Currently planning just for board members. Will still ask for League Managers availability to plan
 - 11/14-16 (*MHS*)
 - 11/21-23 (*No-Sting Finals*)
 - 11/28-30
 - 12/5-7 (*Buddies Beer Bust*)
 - 12/12-14
- [Town Hall recap](#)
 - Felt great about the attendance and the dialogue and conversation that we had with everyone.

HR Incident Reporting Form Overview (6:55 - 7:10) *Fiona to add any updates here*

- Incident report form and feedback form are on the website
 - Incident Reporting Form:
https://docs.google.com/forms/d/1F_uSiPa_BCZJ5mYDcva5QjKON157WBpgOGEGkrnwgT4/viewform?edit_requested=true
 - Add thoughts here

- Standardize these links to be on the standard QR form at Gyms
 - Remove San Diego
 - Add a link to Code of Conduct where it says Code of Conduct on incident form
 - Can we add what league they are commenting on? No-Sting, ABCD, Foam, Bouldering, ETC.
 - Discipline is limited to Red/Yellow Cards, but some members just get warnings. Should that low-level also be tracked?
- Feedback Form:
 - https://docs.google.com/forms/u/4/d/15nteUPg36R5eR3_pcIUXcroFBJ3YfG91eLPE0uPkhY/viewform?usp=drivesdk&edit_requested=true
 - Add thoughts here
 - Standardize these links to be on the standard QR form at Gyms
- Refs, commissioners, captains, etc should be briefed on when and how to use the incident report form
 - Yellow card tracking
- Eli had received additional information on first aid training costs, have a few other options

Marketing Plan Overview (7:10 - 7:25) *Kirin to add any updates here.*

FOR NEW SEASONS:

- 8/16: Day before registration opens
 - Insta story teasing “registration opens tomorrow”
- 8/17: Registration opens
 - Summit wide text, email, posts on socials
- 8/25: One week left of early bird
 - Summit email and socials
 - Note- doing this the Monday after and not Sunday since 8/24 is no-sting finals - will probably already be lots of social posts and we can do an in-person announcement at the gym.
- 8/30: Last day of early bird registration
 - Email, text, socials
- (Diff dates per league) One week left to register
 - Email, socials
- (Diff dates per league) One day left to register
 - Email, socials, text
- (Diff dates per league) Last day to register
 - Email, socials, text

FOR COMMUNITY/*FUNDRAISING* EVENTS:

- Announce event 3-4 weeks out
 - Social media, email
- Every 5-7 days
 - Post reminders on Insta/FB story

- Keep including in emails
- **Would like event organizer(s) to also be posting about this event. It will be more personal and meaningful than just the Summit account.**
- **The organizer(s) should also be the ones speaking about the event during announcements.**
- Day before
 - Final push on socials, email and text
- Day of
 - Event organizer posts event pics on their story and tag Summit, or sends me pics to put on Summit.
- Day after event
 - Social post with pics from event
 - Include pics in next email

FOR TOWN HALLS:

- Announce as soon as we know date
 - Social media, “save the date” email/text
- Three weeks out
 - Every 4-6 days
 - Insta/FB stories
 - Include in routine emails
- 4, 3 and 2 days out
 - Insta/FB stories
- 1 day before:
 - Social, email, text
- Day of
 - Social reminder with instructions to access Hooked on Colfax basement
- Day after
 - Insta grid post with info graphics
 - Post minutes on website
 - Send out email/insta/FB story with link to minutes

Annual Membership Brainstorm (7:25 - 7:55) *ALL to add any updates here*

- Timeline
 - Present to BOD on July BOD meeting
 - Tease at August Town Hall
 - Get all notes/suggestions from BOD by August BOD meeting
 - ELT finalizes plan in September
 - BOD approves final plan at September BOD meeting
 - Announce at October Town Hall
 - Open on November 1
- Brian - Summit Annual Membership consideration: Climbing league registration should be free to anyone with a Summit Annual Membership, no matter the level. It’s a “free cost” for Summit.
- Making the packages a “Rec Package” “Intermediate Package” “Advanced Package”
 - Maybe a Bronze, Silver, Gold level
 - Maybe Summit, Sherpa, Base Camp, Valley level

- Make a way for people to “automatically” get enrolled within a league based on what package they purchase
- Clever marketing/wording so our players understand what the different levels are.
 - How are we going to market this out?
- Incentives:
 - Summit to cover SinCity Registration, MHS, DAD, Lavender Cup, USA Dodgeball, Climbing Competition, etc. at full, percentage, or \$ amount
 - o 50% of Sin City, worked with tournament director in 2025.
 - o “Summit Elite Team” - travel to tournaments together
 - An exclusive Summit member t-shirt w/ sponsors
 - Summit Climbing registration fee
 - Cloth pop-up free
 - Socials are free?
 - o \$25 or \$50 “credit” towards a Social
 - Discount Code to the Summit Store
 - Discount/free beverage at our sponsor bars
 - o For wearing the exclusive drink
- Get set up with Early Bird pricing for the league (\$50/division) as the comp cost for each league within a membership
 - And locked in at that Early Bird cost if you want to “add in” an additional league outside of your membership
- What will the “open” period of memberships be? Just November to December? Or open all year round?
- Building in a payment plan
- Creating guidelines for how to “return/refund” your package
 - Injury
 - Emergency
 - Move-out of state
 - Refund if we are unable to provide the number of leagues within the membership
 - Prorated plan if someone moves to Denver half way through the year?
- Platinum Package - 16 leagues/year - \$900 - write out how much it is “worth”
 - 6 current Summer players
- Gold Package - 12 leagues/year - \$675
 - 20 current Summer players
- Silver Package - 8 leagues/year - \$450
 - 65 current Summer players
- Bronze Package - 4 leagues/year - \$225
 - 111 current Summer players
- Guest Star Package
 - A certain number of times they can guest star “for free”
- Bouldering Only Package
- League Apps
 - Wiping credits at the end of the calendar year? How to make sure credits from one calendar year membership doesn’t go to the next?
 - Registration date vs. activity start date and redeeming membership/credits

- How do payment plans work?
- Is there a way to automate credits for players vs. manually going into each member.

Additional thoughts

- Only keeping it at the credit level, and they redeem when they redeem, regardless of early bird v regular price
- Volo's idea is a \$ or % a month or annually off every registration as a "Summit Member"
 - <https://www.volosports.com/Denver/volo-pass>
 - Starting smaller to test the waters
 - Make it into "credits" like points the amount you \$ is the amount you get in credit
 - One price for everyone, a \$ or % off for all sign-ups, no matter what.
- 25% off your multiple league registration goes away with this new "membership plan"

Final Thoughts (7:55 - 8:00) *Gaelen to add any updates here*

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Open Position VOTE - BOD ONLY

- Open Positions - Candidate applications and notes from interviews along with ELT recommendations have been e-mailed to BOD to review ahead of time. We will be doing paper write-in votes to allow anonymity for voting at the end of the meeting.
 - VP of Operations
 - Treasurer

Misc Business/Tabled for future meetings (If Time Permits)

- Brian - Climbing members want Summit to consider starting a pickleball league. Perhaps add a permanent "Wanna start a league" form on the website to allow prospective league managers to reach out. Could link to a general checklist of what ELT/BOD would need to know at minimum before considering
 - What's sport, are you interested in being the league manager, is this offered by another organization locally, etc.
 - VP of Ops, Kirin, & Justin to put their heads together to plan this.

ACTION ITEMS following the Meeting:

- ALL - add comments for Fiona's feedback and incident reporting form to the meeting notes by the end of August
- Kirin to move marketing plan into the marketing folder and turn it into a "checklist" to follow. Kirin will share that out via the #marketing slack channel afterwards so we are all aware
- Add more thoughts on membership plans to these meeting notes by the end of August
- VP of Ops, Kirin, & Justin to put their heads together to build out a "wanna start a league" form for the website
- Gaelen, Kirin, and Justin to look into calendar integration to our website

Next Meeting/Adjourn

- E-Board Meetings
 - September 1, 2025
 - October 6, 2025
 - November 3, 2025
 - December 1, 2025
 - Town Hall
 - November 10, 2025 - date TBD
 - BOD Meetings
 - November 17, 2025
-

DIRECTOR UPDATES to Read:

- President
 - Steph to update here
- VP of Administration
 - Eli to update here
- VP of Operations
 - TBD
- Secretary
 - Continuing to manage our organization and get everything set up for us to be successful.
 - Hoping to dive into assisting in building resources after we have a full board.
- Treasurer
 - TBD. Please include any updates from Bookkeeper.
- Marketing
 - Biweekly emails - How do we get people to read these? Still a lot of people telling me “oh I don't read those”
 - Will be switching website over to league apps in mid-September
 - Really good insta engagement:
 - Since July 7:
 - 53K views on content
 - 58% followers, 41% non-followers
 - Most viewed post was the “Foam Open Play tonight” reel
 - 54 new followers
- Social
 - Don't want to rush the camping trip or compete with another weekend trip in the fall, so we are going to push the trip to April next year to give more runway for planning and advertising.
 - Working with marketing@summitsportsleague.com to create content to help get our members and followers engaged with off court activities and identify new activities the greater membership is interested in.
 - Upcoming events:

- **August: Charlie's Cup**
 - Link to sign up: <https://forms.gle/fKBqRyVGKN8agg7V9>
 - August 29th (afternoon)
 - Teams of 6 (including drag queen)
- **First Friday: Santa Fe / RiNo**
 - I organize groups for First Friday Art Walks, I found out one of our newer No Sting members has a showing in a gallery on Santa Fe
 - Goal is to support community / less structured event
 - Cost: All the art you wanna buy 😊
- **Mid/Late September: Pumpkin Patch**
 - Targeting either a Thursday or Sunday evening
 - Location TBD
 - Cost TBD
- **November: Summit Ball**
 - Targeting Friday or Saturday evening
 - Location: Suggested Champagne Tiger (will want to try earlier in the month for weather)
 - Backups: Work with sponsor bars to find space, hoping for Glow Lounge or a room at Tracks
 - Cost: Fundraiser Opportunity (low cost to attend)
- **January: Artsy or Indoor Gaming event**
 - Date: TBD
 - Location: TBD
 - Cost: Targeting \$25/person or less
- **April: Summit Camping Trip**
- Service
 - Average cost: \$5pp-\$25pp to offset cost of supervision and materials for a given organization.
 - Average group size: 10 unless planned accordingly based on availability.
 - Sunday mornings not well received.
 - September 14th or 28th - Ekar Farms Sundays
 - October Clear Creek - Saturdays
 - November - Canned Food
 - December - Off
- Fundraising
 - Summer 2025 Sponsorships
 - Sunday No-Sting - Tight End - Sponsorship strong, contract sent
 - Tuesday ABCD - 99ers - Sponsorship strong
 - Wednesday Foam - Tight End - Sponsorship strong, contract sent
 - Wednesday Climbing - The Spot - Sponsorship strong
 - Fall 2025 Sponsorships - now that dates are finalized will be working towards...
 - Sunday No-Sting - Tight End

- Tuesday ABCD - 99ers
 - Wednesday Foam - Buddies = 1st choice, will also explore closer bars
 - Wednesday Climbing - The Spot - will want to have official contract if not already done
- Upcoming fundraising events
 - Beer Bust @ Buddies - 12/7 (more info to come from them as we get closer)
 - Brunch Fundraiser - in talks with Patrick to organize
- Dodgeball
 - Sloan, Grant, Jared, Kristen, Gaelen to update here
 - Foam Thanksgiving Tournament/Food Drive (Grant)
 - A single night tournament, based on the number of cans that your team brings, your team is placed in a seed area. The winning team wins a free beverage at the sponsor bar.
 - Updating Foam Dodgeball rules
 - Seasons are built out for Fall Registration
- Climbing
 - Goals
 - Grow membership in leagues
 - Two annual outdoor events
 - Climbing day trip
 - Climbing camping trip
 - Additional hands-on member
 - Summit* included on The Spot's website for Community Nights:
 - <https://www.thespotgym.com/events/>
 - *First need buy-in that Summit doesn't default as Dodgeball
 - The Spot should be considered a Sponsor in emails to Summit members.
 Andrew Walton marketing@summitsportsleague.com
 - Climbing needs a redesigned trophy.
 - After spending on the trophy, I need to close on an expense report, it's likely been a few seasons.
 - Would like to work with ELT/BOD to consider a survey to climbing members
 - Upcoming Queer Climbing Night Aug 29th.
 - I won't be there, traveling to LA for a dodgeball tournament
 - Summit isn't a queer league, but should we advertise?
 - If so, I can attend ABCD Aug 19
 - If so, I can ghost write a text with Kirin