



## 2nd Board Meeting Minutes

**Date:** Thursday 17th February 2022

**Time:** 20:15

**Duration:** 55 minutes

**Location:** Zoom

**Present:**

Sam Neter, Executive Director

Richard Frost, Director

Natalie Campbell, Director

Due to the Chair's absence, Sam Neter hosted the meeting.

### **1. Minutes of the previous meeting**

The minutes of the first board meeting were approved. Sam noted that the next steps from the first meeting had all been actioned, with the board having been announced, the website being launched and the Foundation for Future London bid and Heritage funding bid underway.

### **2. Foundation for Future London Bid**

Sam confirmed the Foundation for Future London bid application had been rejected. Specifics of why it was rejected are yet to be revealed, as we await an opportunity for 1 on 1 feedback. Sam noted it could be due to applying for a grant that was more money than the Foundation currently turns over. Sam will update the board once detailed feedback is received and aim to re-apply with amendments in the next round later this year.

A conversation ensued about whether the Foundation might be able to access funds if it encompassed other sports into its bids or focused on a specific disadvantaged group. Sam noted he did not want to compromise on the Foundation's mission and do stuff outside of basketball.

### **3. Heritage Funding Bid**

The National Lottery Heritage Funding bid is not yet finished but about three quarters

complete. There have been a number of obstacles, including getting letters of support from the various organisations needed to back the project. The National Basketball Heritage Archive and Studies Centre at the University of Worcester will be submitting their own Heritage Funding bid to digitise their artefacts, which will be complementary to the Hoopsfix Foundation submission, with both of them cross-promoting each other.

Sam noted how much more work it was than he expected but is aiming to have a draft version to show to board members within the next week. The Foundation would love to hire a full time bid-writer in the future.

#### **4. Joe White Documentary**

Sam explained the trailer is now complete and a pitch deck is being finalised to try and get a director and production house to take on the documentary as he believes it has the power to crossover into the mainstream. Sam and Daniel (co-producer) have until June/July to get backing, and if they are not successful, will complete the documentary themselves as it needs to be released by December 2022, as it is the 20th anniversary of Joe's death.

Sam asked Rich whether he thought there was an option for a brand to fund the completion of the documentary. Rich asked if there is a call to action they could include at the end of the documentary, and Sam is going to explore combining a court renovation for Joe in Hackney that is in conjunction with the film that could then be activated after. Making a link to the present day in the documentary is paramount to tie it all together.

#### **5. Basketball Court Renovation Guide & Masters of Research**

Sam discussed the Basketball Court Renovation guide, documenting the learnings from the Clapham Common Court renovation, is now complete. For the launch a podcast, video and article will be produced to raise awareness. It was asked whether it might be worth offering a cash sum of £500 to someone who is doing their own court renovation to get them started and draw attention to the guide.

Sam asked the board to consider how to monitor and evaluate the impact of Clapham to ensure we can produce as much evidence as possible to support other people's projects.

The Foundation will be launching a website for Clapham Common at [claphamcommon.basketball](http://claphamcommon.basketball) to have analytics around interest of the courts, and launch an associated online community on Discord to facilitate playing opportunities at the courts.

Sam has agreed with Basketball England to fund a Masters of Research student at the University of Gloucester under Natalie Campbell's supervision to examine the impact good outdoor basketball facilities have on participation and playing experience. It is going to cost £5,000, with the Hoopsfix Foundation putting in £1,000 and Basketball England agreeing to put in the other £4,000. Sam is meeting with Basketball England in March to outline the objectives of the study before submitting a brief to Gloucester.

#### **6. Hoopsfix All-Star Classic '22 & UEL Placement Support**

The Hoopsfix All-Star Classic for 2022 is booked in for Saturday May 28th at Crystal Palace. Currently the costs are quite prohibitive and Sam is negotiating with the venue to get a cheaper rate.

Sam explained Nike are not renewing their 3 year deal with Hoopsfix for the Classic, putting the event in a precarious situation. There will be a meeting with Jordan brand next week with the hope they will pick up the sponsorship, if not, Sam will need to raise at least another £10,000 in sponsorship.

Molten and Foot Locker are confirmed as sponsors again. Rich offered his support in overlooking Sam's sponsorship pitch decks.

Sam has also submitted a £5,000 bid with a Tesco Community fund for the Classic.

A new Hoopsfix All-Star Classic website should be launching within the coming week.

Sam has three voluntary placement students from the University of East London starting in mid-February with 100 hours each which will primarily to support in the run up the Hoopsfix All-Star Classic.

## **7. Discord Server**

Sam has launched a Discord server for those looking to grow basketball in the UK, primarily in off-court roles such as club owners, administrators, staff, content creators, coders.

It currently has 37 members and is growing weekly. Sam is going to send an updated invite link to all board members.

## **8. Any other business**

- Sam has received a £2000 donation from an individual for the Foundation and isn't sure how it works from an accounting perspective and if there are any issues with accepting it as a CIC.

- Sam wants to start putting together an outline of the long term vision for the Foundation and how it would look operationally if everything went as hoped and how to get there.

- Rich raised whether or not it's worth trying to form an official affiliation with the National Governing Body or not. Sam explained it is difficult to align officially with the National Governing Bodies due to their concern about Hoopsfix.com being privy to private information as a journalistic entity (which is not currently part of the Foundation). A discussion was had whether to make Hoopsfix.com (and the associated revenue) officially part of the Foundation or not but it was decided it was best to keep it separate.

## **9. Next meeting**

Next meeting will be targeted mid to end of May and will be decided via email.

*Meeting adjourned at 21:10*

*Minutes submitted by Sam Neter*