



Hoopsfix Foundation 3rd Board Meeting Minutes

Date: 22.06.2022

Time: 20:00

Duration: 80 minutes

Location: Zoom

Present:

Steve Nelson, Chair

Natalie Campbell, Director

Richard Frost, Director

Faith Okwuosa, Director

Sam Neter, Executive Director

Discussion Points

1. Hoopsfix All-Star Classic

Sam gave a brief overview of how the 2022 Hoopsfix All-Star Classic went. It was a record attendance for a purely youth basketball event in England, with 1500 people in attendance, and with the support of Jordan, Foot Locker, Molten, Always Ballin, 5or6, Sportserve and Red Bull, the event was able to cover costs, with approximately £7,500 raised through ticket sales for the Foundation to go towards upcoming projects, including the court renovation in Birmingham. The feedback has been overwhelmingly positive from players, fans and coaches, and despite operational and logistical issues being in a new venue at Crystal Palace, the event was deemed a success.

2. Hoopsfix Pro-Am

The first ever Hoopsfix Pro-Am, sponsored by Jordan brand, began the weekend prior, featuring 8 men's teams and 4 women's teams, the event will take place for five weeks at City of London Academy Southwark. Week 1 saw a capacity crowd of 250, with elite level players suiting up, including GB internationals and both domestic and overseas pros.

3. Foundation for Future London Bid Feedback

Sam finally received 1 on 1 feedback from the Foundation for Future London rejected £50,000 bid application to train young people in East London to run profitable basketball events. He explained it was both positive and negative; positive in the sense that they said it

was a very strong application and was actually one of the last cuts, negative in the sense there wasn't an overwhelming amount of feedback of things to improve/change in the next bid. He was encouraged to re-apply when the next round of funding opens in the summer - but expressed concern that timing-wise this is a lot more difficult as the summer is so busy and does not have the capacity he originally had when first applying for the funding; reaffirming the need to scale the organisation beyond him.

4. Heritage Funding Bid

Sam expressed dismay that the Heritage Funding bid is still not completed and he has struggled to balance getting something of that size written while juggling his other responsibilities. It is now almost all complete except for the financial forecasting - it should be circulated to the board in the coming weeks and then submitted after feedback.

6. Joe White documentary

Sam explained it was looking like they had secured a considerable amount of funding from the NBA to produce the documentary to the level they wanted, but the staff member overseeing it on the NBA's side is leaving his role and it has left the deal in limbo looking like it won't be done in time to be able to shoot and release the documentary by December 2022. The team is now looking at alternative revenue sources and if no funding is sourced, Sam and Daniel Arroniz (co-producer) will shoot and edit it themselves. Rich suggested looking into potential brands to co-package the documentary in with a court renovation in Hackney.

7. Masters of Research at Uni of Gloucester

An initial brief has been submitted by Sam and Pete Griffiths from Basketball England to the University of Gloucester via board director Natalie Campbell. Natalie is going through it to refine and provide feedback to advertise the position to ensure the Foundation/BE get what they want out of it - a piece of peer reviewed research examining the impact of high quality outdoor basketball courts.

8. Growing and scaling the Foundation

Sam asked the board for help on how to push the Foundation forward beyond himself and get off the current step it is on. It is still too reliant on him and he wants it to grow beyond that to be scalable and build out to a team to maximise the impact of the Foundation's work.

Natalie suggested university placement students; Sam outlined he currently has three from the University of East London and it is not hard to find help, it is finding people with the right skillset to help us grow. Faith said she would provide an introduction to Brunel Volunteers.

A discussion was had on various funding sources; Sam has had a conversation with a professional bid writer who recommended adapting some of the Foundation's projects to bend more towards what funders want. The board agreed they wanted to stay true to the mission of the Foundation, aiming for scalable, long term, national impact.

Rich suggested approaching the Foundation as a tech start up and considering ways to raise money from angel investors or venture capital firms, but we'd need to be clear where the actual return on investment would come from.

Steve said to put together a business plan, with a vision for what the Foundation could be,

and then we can work backwards from there.

Faith offered the board's support to help see this come to life, with the board being able to give their resource of time, with Sam aiming to delegate as much as possible.

9. Birmingham Court

Basketball England have been successful in receiving hundreds of thousands of pounds of legacy funding for the Commonwealth Games to renovate outdoor basketball courts in Birmingham, with one of them being the second Hoopsfix court, with the aim of replicating Clapham Common. Sam is due a conversation with BE in the coming weeks to drive this forward, with the aim of it being underway before the end of this year.

10. Insurance & Administration/Policies

Sam explains he wants to ensure all of the Foundation's insurance and administrative policies are up to standard, in particular on the safeguarding front and volunteer/participant consent and waivers. Steve and Faith both offered their support to help sort this.

11. Any other business

Sam reveals Hoopsfix has confirmed an exhibition game against a powerhouse US high school programme on August 11th at the Copper Box to be broadcast on ESPN U. A discussion was had on how to potentially maximise visibility for the Foundation around it.

12. Next Meeting

The board is targeting their first in-person meet up on either July 24th in Clapham Common, or August 11th in Stratford.

Action Steps Before Next Meeting:

- Sam to complete Heritage Funding bid and distribute to board members before submission
- Faith to introduce to Brunel Volunteers
- Sam to put together high level business plan/vision with support from rest of board, particularly Rich on commercial side
- Steve and Faith to provide support with insurance and administrative policies
- Natalie to push forward research piece on outdoor courts
- Sam to complete Pro-Am delivery
- Sam to look at alternative funding sources for Joe White documentary
- Sam to advance court renovation project in Birmingham

Meeting adjourned at 21:20

Minutes submitted by Sam Neter