



Hoopsfix Foundation 5th Board Meeting Minutes

Date: 17.04.2023

Time: 20:00

Duration: 90 minutes

Location: Zoom

Present:

Steve Nelson, Chair

Natalie Campbell, Director

Richard Frost, Director

Faith Okwuosa, Director

Sam Neter, Executive Director

1. Big Joe Documentary

The Big Joe documentary has been finished and a private screening was done to friends and family in Hackney around the 20th anniversary of Joe White's death. Reception was overwhelmingly positive. Sam and Dani Arroniz have now calculated all the necessary licensing fees required come to approximately £20,000-£25,000, money the Foundation does not have. A discussion was had on how best to raise that money. Options on the table include a distribution deal, various grant pots potentially tied into renovating a basketball court, Hackney Council potentially funding it themselves and crowdfunding. Final direction is still to be confirmed. Intention is to secure this money in 2023 to release it publicly before the end of the year.

2. Heritage Funding Bid

The National Lottery Heritage funding bid application was submitted at the end of 2022 and unfortunately rejected in December. Despite the rejection, the feedback from the fund is quite positive and Sam has been encouraged to re-apply with some amendments which he will be doing. Steve Nelson will provide an introduction to a friend who specialised in bid writing to take a look before re-submission. Sam will distribute rejection letter to the board to see.

3. Business Plan

After the last board meeting in October, Sam spent some time with Rich outlining a big picture vision for the Foundation and what things could look like if it was firing on all cylinders. That has been useful, now it needs further detailing of specifics of execution to work out a plan moving forward. Sam to share the vision document with the board.

4. Research Update

The piece of research part-funded by the Hoopsfix Foundation along with Basketball England is now preparing for submission to the International Journal of Basketball Studies on Thursday 20th April. The research has been so positive that we are in fact going to have two pieces of published research instead of one. One will focus on the more qualitative impact of Clapham Common derived from interviews, and one will focus on the quantitative data received from a survey that had over 1700 respondents. Sam asked for suggestions on how to get this research seen far and wide, whether to engage a PR company - Rich suggested getting on a panel at the Include Summit which he could facilitate, as well as discussing it with brands, while Natalie suggested seeking out podcasts and Steve has an agency friend who may be able to help.

5. Birmingham Court Update

The Birmingham court renovation is still meant to be happening, as Sam awaits updates from Basketball England on their Commonwealth Games legacy funding and which courts will be selected. Steve is going to chase up with his contacts in Birmingham.

6. NBA Films For Fans

The Hoopsfix film 'Got Next' as part of the NBA Films for Fans competition premiered at NBA All-Star Weekend in Utah in February and is now live on the NBA app and on NBA.com. One screening has been organised so far in the UK at BSTN in Brixton, with the intention to do more. It has been overwhelmingly positive for the Hoopsfix brand.

Due to the NBA not being able to fund not-for-profit community interest companies, the project ran through the Ltd company's accounts. Sam queried the interaction between the Ltd company and the Foundation's C.I.C. and the board agreed that they can work perfectly fine next to each other due to being so closely aligned - despite being separated. Faith suggested seeking professional advice just to be clear.

7. Facility

Sam has begun plans to find a home for Hoopsfix, having had multiple meetings with different basketball facility owners both in the UK and abroad. He has engaged a 3D artist to produce some renders of a 14,000 square foot warehouse project - which

were presented - along with a 3,500 seat arena. He believes that not only does London basketball desperately need it, but it could be financially profitable and help give the Foundation year round income. Next stage is building out a detailed deck, putting together a detailed business plan, with example programming, and finding an advisory group to help push it forward.

8. Accounts

The Foundation's tax year ends on April 31st. Sam explained the organisation's financial position and that he is yet to pay himself. The board discussed options for Sam to pay himself, and that it is fine as long as it is accurately costed up so there is a record of what he is being paid for and at what rate. Sam said it would be a substantial discount on his normal commercial day rate. The board agreed there should always remain some reserves in the account as a cushion and to help with cash flow.

9. Summer 2023

Planning for summer 2023 is in full effect. Right now on the calendar is the ninth annual Hoopsfix All-Star Classic on May 27/28th at Crystal Palace, the Hoopsfix Pro-Am every Sunday for five weeks from June 18th and two activations at Clapham Common with Foot Locker. Jordan brand are the headline partner on the Classic and as such it is anticipated to be a significant step up, meanwhile BSTN are sponsoring the Pro-Am. Natalie queried if there are any plans for multi-generation events which was discussed as an option for the future.

10. Getting over the hump

Sam is still trying to figure out the best way to 'get over the hump' to grow the organisation beyond himself. Right now it does not pass 'the bus test' - if he was to get knocked over by a bus tomorrow, the organisation would not continue to operate. Sam sought advice from the board on how to get to the next step. He is considering whether the best option is to hire a part time bid-writer to bring revenue into the business to be able to hire people. Steve said there needs to be a process and it starts with working backwards from the ultimate goal, to then break down exactly what we need and what we are trying to do and to not get caught into the trap of just chasing money. Rich agreed and said there needs to be a focused move forward, not trying to do 30 different things.

AOB

Steve asked whether Sam has enough of a core team to deliver the summer, he said yes, and that we should try to document everything, all processes, so that we start 'bus-proofing' the organisation and could just hand the document to another person to be able to run the event or whatever project it is. Sam agreed.

Steve also suggested an in-person meet up this summer, which everyone agreed would be great.

Meeting adjourned at 21:30

Minutes submitted by Sam Neter