



Hoopsfix Foundation 6th Board Meeting Minutes

Date: 04.10.2023

Time: 20:00

Duration: 65 minutes

Location: Zoom

Present:

Natalie Campbell, Director

Richard Frost, Director

Faith Okwuosa, Director

Sam Neter, Executive Director

1. Summer Recap

Sam went through the 2023 Summer. The Hoopsfix All-Star Classic was a big success in May, with a step up in our partnership with Jordan Brand and expansion of the event's offering, including the coaching conference which we charged £50 per head for the first time. Total money raised for the Foundation through ticket revenues was £11,468.31

Early conversations are underway for summer 2024 with Jordan expressing interest in continuing their sponsorship but due to the Olympics in Paris, a lot of brand budgets will be focused on France meaning any commitment will likely be smaller.

The Hoopsfix Pro-Am Summer League went ahead despite the withdrawal of the primary sponsor four weeks before. Sam secured last minute sponsorship deals with Contested and Stance, as well as a partnership with Lambeth Council to allow it to go ahead. It was a success, with a higher level of player and bigger attendances than last summer, and most importantly it actually happened, meaning we can aim to secure a headline sponsor for summer of 2024 to ensure it is profitable.

Foot Locker Summer Jam at the Hoopsfix Foundation-renovated-court at Clapham Common also took place with a London qualifier in June and then European finals in August. Both were a resounding success, despite the weather. Sam reiterated the importance of running events at Clapham Common to activate the space following the renovation, and they also ran the NBA 3X for the second straight year there.

To round out the summer, a Hoopsfix Select team made up of a mixture of pros, semi-pros

and prospects, took on NCAA Division 1 coach Eastern Washington at the University of Essex in a celebration of Ethan Price - a former GB junior international and Hoopsfix All-Star Classic alumnus, who is now on scholarship at Eastern Washington.

Sam raised concerns about the proliferation of single use branding across events this summer and whether we can push back on brands next summer for reusable branding to put Hoopsfix in a stronger position in the future.

2. Access Sport Partnership / Court Renovations

[Story here](#). The Foundation has signed a partnership agreement with Access Sport to renovate five courts over the next three years in London, with Hoopsfix providing basketball expertise and consultancy. Additionally, Brighton & Hove City Council have engaged with the Foundation about potentially renovating the seafront basketball courts, while an anonymous individual donor has expressed an interest in renovating a court in Bristol.

Sam is still waiting to hear from Basketball England on the court in Birmingham as part of the Commonwealth Games legacy package.

3. Heritage Funding Bid

After the initial rejection of the bid to build a historical database of British basketball last year, Sam has engaged a bid writer to go over the rejected bid who has provided detailed feedback on improvements. Sam has been working on the bid with the intention to re-submit the bid this month.

4. Joe White documentary

Sam has been unable to come up with the licensing fees needed to be able to release the Joe White documentary. A crowdfunding campaign has now been launched to raise the £20,000 needed, with the hope the situation will be resolved before the end of the year to release the film.

Rich Frost suggested asking influencers to share the crowdfunding campaign, which Sam said he would action.

Natalie Campbell said she could help putting together educational packs about Joe to potentially sell to educational institutions to help raise funds.

5. Research

Developing the Basketball Community: Supporting Outdoor Basketball Courts Social and Community Interactions (UK) - has now been [published in the International Journal of Basketball Studies](#). However, there are some amendments that need to be made before we can publicise, Natalie Campbell is chasing them to fix.

We are still waiting for the quantitative piece to be written but have ran into issues with the original researcher who was hired, who has seemingly disengaged with the project.

We are going to release the data as a whitepaper regardless, and in the meantime see if we can find an undergrad to take on the research as their dissertation which Natalie can oversee to then help get it published.

6. Indoor Facility Project

Sam is assembling a steering group to meet regularly and push forward the indoor facility project, while also finalising a pitch deck for investors. It is going to be a primary focus over the next six months. A funding bid has also been written for the People & Places programme to help guide the project with mentorship and a £5,000 grant, which should be heard back from in mid October.

7. Dedicated social platforms

Sam asked the question whether the Foundation should have dedicated social platforms to better showcase the work it does, the feedback from the board was a consensus yes.

AOB

Faith suggested whether to create a rebrand around the Foundation specifically with its own colours.

Rich reiterated linking in the Foundation to building an all-encompassing brand with merchandise, events and content, donating a percentage of profits to the Foundation, which Sam said is underway. Along with better publicising the Foundation as a potential charity for donations, aiming to become an official charitable partner of organisations to solicit donations.

Sam is exploring the idea of running a business of basketball conference, which Natalie suggested adding multiple strands - coaching, officiating, club building, sport sciences, and doing it all as one with people paying the same ticket price but choosing which sessions they attend.

Meeting adjourned at 21:05

Minutes submitted by Sam Neter