

Tigers, Inc. Board Meeting dated 05/10/2023

Agenda:

- Wealth Management Updates
- Community Outreach Updates
- Marketing Updates
- Reds Business Analytics Project
- Financials Update
- Transitioning Plans

Attendees:

President - Matt Aliaga

Vice President - Ben Holman

Secretary - Belinda Sherman

Treasurer - Christian Kuhn

Advisor in Attendance: Craig Murnan

Opening:

The virtual regular meeting of Tigers, Inc. was called to order on 05/10/2023 by Craig Murnan, Meeting Chair.

Approval of Agenda

The agenda was unanimously approved as distributed.

Approval of Minutes

The agenda was unanimously approved as distributed.

New Business

Introduction to the Board:

- Matthew Aliaga, President, Ben Holman, Vice President, and Belinda Sherman, Secretary introduced themselves to all attendees.

Update on Progress Since Last Meeting

Wealth Management Overview

- Bought two shares of Paypal
- Sent Out Yearly Venmo Receipts
- Completed taxes for the organization on May 5th
- Up to date Financial Statements
- Prepared for an Audit

Financial Documents and Recap Provided

Community Outreach

- Bidding Business recap; 15 new members were interviewed including Tinc alumni
- LIFE FOOD PANTRY; Winter calendar analysis
- BF TRAINING recap
- Loveland parks/maps revamp w/ city council support; Matt Haveramp /dog park signs put in

- Econ day with Mr. Waple and students; 300 5th grades students participated
- LLS dodgeball tournament, over 1200 dollars donated on behalf of TInc

MARKETING:

Lemons & Limes Sip and Shop event recap...total profit 820

- Vibe Fitness; Growing the social media presence
- Ally Boutique; promotional work
- RP Diamond; promotional work
- Video Production

BIG EVENT:

REDS PROJECT, Data/Business Analytics teams:

Business Analytics Project

- Most successful promotions
- Cost Analysis of Promotions
- Small Market Team Comparison
- Improving upon target market
 - Specifically younger age demographics
 - Social media platforms to capitalize on
 - Making the Reds more relatable

Performance Analytics Data Recap

- Calculated the ideal positioning using plays from the past 3-5 years and eliminating the shift from those plays
- Calculated the average range of each position on an MLB-wide scale using Baseball Savant Metrics
- Created personalized graphs for each Reds infielder
- Set up a to-scale image of Great American Ball Park and placed players over top of one another in order to compare them.

Adjournment:

- The meeting was adjourned at 12:50 AM by Craig Murnan. The next general meeting will be scheduled for late October or early May 2023 in Loveland, OH.