



Greeley Sports Boosters

Horace Greeley High School

Chappaqua, New York

Minutes

December 10, 2019, 7:30pm
Physical Education Classroom

ATTENDANCE

Board Members

Jennifer Bergin - yes
Laura Brail - yes
Bonnie Berg - yes
Jeff Dorst - yes
Ron Frasch - yes
Amanda Goodstadt - yes
Cindy Greenstein - yes
Samantha Potack - yes
Stacey Reynolds - yes

CCSD

Jason Semo, Athletic Director - yes
Brad Gitlin, Assistant Athletic Director - yes
Jane Shepardson, Board of Education Representative - no

Committee Chairs, Team Liaisons, Members & Guests

Coleen MacGreevey, Lisa Murakami

WELCOME

- The November 2019 minutes were approved.

ATHLETIC DEPARTMENT UPDATE (*Jason*)

- **Logo: Progress Update, Next Steps & Timeline** The last two committee meetings were cancelled. The committee will resume its work on the next day 6.
- **Athletic Department Strategic Coherence Plan Update** Met today and now have all results from the thought exchange. There were over 450 responses and very helpful feedback. The company will present the top themes from the feedback. The committee has groups evaluating the department and will compare its thoughts to the feedback. A few things stood out to Jason, including the need to focus on consistency. (He reminded everyone that when he started, his major priorities were improving communication and building the depart-

ment's infrastructure.) For example, when he began working in the district, he told coaches that it was important to define their roles and the roles of student athletes prior to the start of the season. This has progressed so that now the coaches should be doing this in the middle and at the end of the season as well. We need to really frame out goals for the coaches.

Brad discussed finding gaps between district and the Athletic Department. We need to bridge those gaps. The biggest theme is hiring quality coaches. At the same time, Dr. Ackerman has pointed out that there aren't a sufficient number of available, qualified coaches. In prior department budgets, a great deal of money was allocated for equipment and facilities. For the next fiscal year a larger portion of funds from the Athletic Department's budget will be allocated to training and development of coaches. Teachers get priority for coaching positions, but with the new evaluation system, if a teacher isn't meeting the district's needs, there's an ability to say that despite having priority, we need to look elsewhere.

Brad and Jason are working on a long-term calendar and talking about categorizing items in order to improve the website's navigation.

- **Winter Program Parents Meeting** The meeting was well-attended and well-received. Jason used a how-to video with screenshots from the website. Ron suggested that videos similar to this be blasted once every two weeks for regular, timely communication. They need a catchy name. Topics could include "What is SportsYou?" or "How do I register?" Stacey is going to include the SportsYou logo in this year's quick reference guide.

Jason asked fall coaches about their biggest struggle. Their response was dealing with parents. The winter coaches' biggest struggle is commitment of the athletes. Jason discussed this with the modified coaches today because it's a big problem for them in the spring as well. He would like Boosters to help promote the lessons of commitment. Stacey raised the issue that it's difficult for families to make vacation plans without knowing whether their student-athletes will make teams that require being in town during breaks. Laura noted that we've talked a lot about setting expectations and communicating them. If we have a policy, it should be documented and communicated at every level. Ron suggested that if an athlete misses practices, there should be a consequence such as not starting. Jason said he and the coaches have discussed the need for consistent consequences for missing practices. Laura noted that the department has to establish the rules and communicate them first; after that, the Boosters can reiterate. The Athletic Department needs to establish the policy which Boosters can amplify once it is developed.

BOOSTERS PROJECTS FOR 2019-20

- **Recognition (*Lisa Murakami*)** Lisa and Coleen spoke to Laura prior to tonight about what Boosters can do to recognize athletes who are playing post-season. Each team does things differently. Lisa sent Jason a note to send to all coaches

so that the coaches can connect their captains' parents with Boosters. Recognition should be done in conjunction with Athletic Department.

Laura provided some background: for a number of years, including the first two that Jason was with the district, Boosters did state send-offs (usually bringing the students into the main office with administrators, providing a send-off gift and taking a photo for the blast). This ended because the coaches and athletes weren't always responsive so it felt as if parent volunteers were chasing them down. Athletes seemed more focused on their practices than a parent-driven event. Is recognition for the parents or for the students? Now, Boosters makes sure the students' names are on the electronic signs at Greeley and in town, however this really should be done by the Athletic Department. Laura feels Boosters can work together with the department but shouldn't be a substitute for it. She doesn't think it's advisable to get involved at the team level because of parity issues. For example, the swim parents complained that field hockey got a send-off, but not them. Also, there are differences for teams versus individual athletes (who are technically competing on behalf of the section and not Greeley). Laura said that Lori Townsend would like recognition for other types of athletic accomplishments (e.g., hitting 1,000 baskets). Jennifer is going to schedule a brainstorming meeting that includes Lori, Lisa, Coleen, Jason, and Ron. Stacey suggested that the Funball tournament finals could be a good way to recognize athletes during the school day and Coleen suggested the same for pep rallies. Amanda suggested putting recognition ideas under "Team Services" on the website so that various team parents have a resource for what has been/could be done. Jennifer said that this discussion dovetails with some of the feedback from the thought exchange, i.e., there are many misconceptions about who gets what and which teams are favored.

Jason will present gifts supplied by the Boosters for the girls' swim relay state champions at a January BOE meeting. Lisa showed the gifts (made by Extraordinary Ventures) which are customized bracelets with sports-themed charms.

- **Nominating & Recruitment** (*Jennifer & Amanda*) We want to formalize a nominating process and need everyone to help create job descriptions in order to make it easier to explain roles to potential volunteers. Some roles lend themselves to shadowing before predecessors leave (e.g., find someone to work with Cindy next year and become Treasurer the following year). Amanda asked people to help come up with names of prospective board members and other volunteers.
- **Coaches Survey** (*Jennifer & Laura*) We will do a community survey but want some time to pass from the Athletic Department's thought exchange so we don't confuse anyone. We sent a survey to coaches to ask how Boosters can help them and we have 18 responses so far. Laura suggested that Ron help Jason and Brad with messaging and communication from the department to the coaches when we have the survey results to guide the discussion.

STATUS UPDATES

- **Financials** (*Cindy*) Cindy sent financials by email prior to the meeting.
- **Membership Data/Stats from Winter Registration & YTD Totals** (*Samantha*) Samantha created a chart (attached) breaking down donations by team and by membership level. Laura thinks this information should be shared with the coaches. Ron suggested using parents' meetings to distribute more information about Boosters.
- **Fundraising** (*Bonnie*) At the winter parents meeting, we earned \$250 cash from selling 22 magnets and we gained one new member. There was also one \$15 Square sale.
- **Technology** (*Jeff*) Jeff is still cleaning up the website and will do a major software update over the holidays. Ron asked Jeff if it's possible to create an app for Boosters. Jeff said it's possible but requires programming. He'll talk to Jason and see if rSchoolToday has a pre-packaged app.
- **Youth & Modified Sports** (*Stacey*) Working on the quick reference guide. Now that winter season has started, she is communicating information via the middle school blasts. Jen said that the thought exchange produced feedback that people want more connection between the modified and high school programs. Stacey is having the youth basketball organization blast information about their games. Lori will also put information in the elementary school blasts. She is trying to communicate about all home games.
- **Marketing** (*Ron*) Ron met with Jason and Brad to discuss their needs. They desperately want storage sheds. As they've purchased more equipment, when each season ends they have nowhere to store it. This could be a capital project, but he has no idea about cost. They discussed showcasing the fields and fitness center. They also discussed developing pride within the program. Some of this is recognition; success needs to be marketed and communicated. Jason would also like maps showing where the fields are. He would like students to volunteer to support the program (e.g., as managers, announcers, photographers). Matt Friedler could be helpful with this, as could Alison Mitchell, the teacher in charge of Greeley Pressbox. Cindy commented that there was a lack of interest on the part of students in writing about the games.

Ron noted an interest in coaching development programs. Jason doesn't have the manpower to oversee coaches the way he'd like. He doesn't have the means for development and many need better coaching skills. Laura and Jen want to have a committee chair come with them to each of their meetings with Jason in order to keep everyone on the same page. Ron will come to the next meeting. They reminded everyone that Jason indicated earlier in this meeting that based on feedback from the thought exchange, he adjusted his budget in order to allocate more money for coaching and development. This is something Boosters might be able to supplement - e.g., we could allocate money for more specific positional coaching or items coaches can bring to practices to elevate a team's level of play. Lisa suggested that there should be a head and assistant coach for each sport.

- **Team Services Winter**

- **Team Poster Sponsorship** (*Jen for Karen*) All sports inquired about using the logo and four teams have printed posters.
- **Team Title Banners** (*Jen for Karen*) Waiting for better weather to put up the girls' soccer league champions and field hockey sectional and state finalist banners.

GENERAL COMMENTS, QUESTIONS & NEW BUSINESS

Laura thanked Lisa and Coleen for bringing the recognition concept back to people's attention.

ADJOURNMENT

The meeting adjourned at 8:50pm.