



Greeley Sports Boosters

Horace Greeley High School

Chappaqua, New York

Minutes

February 10, 2020, 7:30pm

Physical Education Classroom

ATTENDANCE

Board Members

Jennifer Bergin - yes
Laura Brail - yes
Bonnie Berg - yes
Jeff Dorst - yes
Ron Fresch - yes
Amanda Goodstadt - yes
Cindy Greenstein - no
Samantha Potack - yes
Stacey Reynolds - yes

CCSD

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

Committee Chairs, Team Liaisons, Members & Guests

Tamara Brolin, Missy Cohen, Lisa Fitzgerald, Ari Lindner, Heather Lafortezza, Lisa Murakami, Lori Venturino Salore, Amy Shipper, Karen Yarasavage

WELCOME

- The January 2020 minutes were approved.
- Everyone introduced themselves as many new people were in attendance.

ATHLETIC DEPARTMENT UPDATE (Brad)

- **Winter/Spring Program Update** Winter sports have wrapped up. Sectional boys swimming is tonight. Boys basketball is moving on to playoffs; schedule is TBD, but the first game is tentatively set for 2/22. Overall, it was a very successful season and he is proud of our coaches and athletes. Spring registration opened on 2/10. Both the Athletic Department and Boosters will continue to publicize registration information.

- **Athletic Department Strategic Coherence Plan Update** Jason has met with Christine a number of times about the strategic plan and we are now in the final stages of its development.
- **Logo: Progress Update, Next Steps and Timeline**
 - The new logo will be revealed this Friday, 2/14, at the pep rally. We got really great feedback from students and received more than 300 responses to the student survey, many more than we usually get.
 - Laura asked whether there is a short form “Greeley” logo (vs the full Horace Greeley High School logo). Brad said we have several variations. Departments other than Athletics will use logos and use of all versions should be consistent. The new “G” and “HG” will be different from what’s been used in the past. Everything will be rolled out, not just for athletics, but for the entire school community. Laura asked about the rollout plan timeframe. There is no exact timeline yet, but the rollout won’t happen overnight; There’s a significant amount of change necessary (e.g., the field). Brad said the BOE and Business Office need to make decisions about how and when various changes will happen. Laura noted that funding to revamp the logo was approved in September 2018 and we are happy to see it is finally happening.
 - Stacey asked whether all apparel will be required to use the new logos. Brad said that’s the plan and that once the new logo(s) are officially adopted, only those logos will be provided to vendors. Jeff suggested creating a central repository to be available to all teams so that they know where they can locate the proper design, colors, etc. This could reside on both the CCSD and Boosters websites. Jeff can put everything into downloadable form. Lisa F. mentioned that the online baseball store just went live without the new logo. Jason approved it so Brad said it’s good to go, but he’ll double check. Unfortunately, due to timing, this year’s spring sports may not be able to use the new logos. Going forward, perhaps we can provide information about several vendors to all the teams and make sure that those vendors have the correct logos. Brad reminded everyone that although the Athletic Department would like everything done as soon as possible, switching over to the new logos will take a while given the number of departments and areas impacted. Bonnie asked about old merchandise and Laura suggested putting it in a bin and having a fire sale.

BOOSTERS PROJECTS FOR 2019-20

- **Nominating & Recruitment** (*Amanda*) Amanda thanked everyone who has suggested names and/or spoken to people about getting more involved with Boosters. Jen has been or will be reaching out to each new person to discuss their interests and our needs to try and find a good fit for everyone. Two positions for which we could use suggestions are a new Bell liaison (please send ideas to Stacey or Amanda) and a fall editor for the weekly blasts, ideally someone with a fall athlete and/or Constant Contact experience (please send ideas to Amanda).

- **Committees (Jennifer)** After discussions with many current and new Boosters, there seem to be three areas on which people would like to focus. This list isn't exhaustive, but for now she would like to have three working groups to discuss the topics below. She circulated a sign-up list.
 - **Community** (chaired by Lori T. & Ron). This committee should be bigger than the others. It will focus on growing Boosters and increasing involvement by creating more community-based events. For example, after a game, support a team at an impromptu location (Basketball team eats at QHT post-game and fans can join them). We would like to engage fans and the community before and after games. Stacey asked who will fund these events. Laura responded that we will figure that out based on the nature of each event; some may be fundraisers and some may not require any funding (e.g., something such as Mondays Matter at QHT where we get a percentage of proceeds, but don't pay anything upfront).
 - **Fundraising** (chaired by Bonnie & Laura). Our recent coach survey showed that if Boosters could offer grants for teams for things such as extra training, equipment, or other items not within their operating budgets, the coaches would be appreciative. Over the years, there have been parents who have expressed interest in making donations for this sort of thing. In order to put it into action, we will need a program, process, seed money, etc. The committee setting up the process won't necessarily be the committee administering it.
 - **Team Services** (chaired by Elyse & Amanda). Boosters provides resources to help teams be successful (e.g., poster program, using our 501(c)(3) status). Coaches really value the role of the parents who provide information for the blasts (referred to as "liaisons"). We'd like to have more communication between the teams and Boosters and we don't currently have a mechanism in place to do this. Today, the liaison are "only" the blast people and we'd like to enhance their role or engage other parents on the teams. This committee will explore what it looks like to make the connection stronger, and create ways to do this, as well as figure out who to involve. Jason has suggested having some sort of event for the liaisons or parents in general. Lisa M. said that recognition should fall under this category. Jen shared that Jason will join this group for at least some of the meetings.
 - Jen asked that one of the leads for each committee organize an initial meeting. She would like a one-page outline from each committee about their plans and then the committees can about where things stand at each Boosters meeting.

STATUS UPDATES

- **Financials** Cindy sent financials by email prior to the meeting.
- **Membership Data/Stats (Samantha)** We are starting to get some donations from spring registrations. There were six donations yesterday for a total of \$1400.

Three were repeats from this year (including one Lifetime member) and three new members joined.

- **Fundraising** (*Bonnie*) Stacey and Bonnie made \$40 sitting at a basketball game for two hours. Hopefully, there will be an event in the spring. The committee will discuss. We would like to get elementary and middle schools more involved. Creating a Rockin Jump-type event has proven difficult due to limited dates that are available. An event at one of the schools would be much more labor intensive than an event at an outside venue. Stacey likes the parents' night out idea that Jason previously raised, but this will require considerable coordination. Laura mentioned that the varsity basketball youth clinic the morning of the Harlem Wizards game made \$1500. Lacrosse has done something similar.
- **Technology** (*Jeff*) During winter season we've had some good social media contributors, especially for track, boys' basketball, swimming and wrestling. Hopefully we'll have more of these types of contributions in the spring. Instagram is very popular. Laura asked Ari if he has a replacement for next year. He doesn't yet, as they are struggling to engage other parents.
- **Youth & Modified Sports** (*Stacey*) Stacey would like to brainstorm about the clinics Laura described earlier (where Greeley students run something for younger children). Laura believes this sort of event is better when it's decentralized, however, Boosters can assist teams with facilitating payments and ideas for promotion. Stacey suggested including this under Team Services on our website and having all three of the committees discussed earlier consider it during their discussions.
- **Marketing** (*Ron*) With Matt Friedler's help, Ron was able to meet with a few students about creating content for the screens in the gym. The students were very enthusiastic and will connect with a photography teacher. Ron has also worked on the blast format in an attempt simplify and reformat it. He shared an example with the group. He would like to tell more of the story of who Boosters are and what we do, including a "did you know?" section that can change weekly. He proposed using links and photos to team pages, rather than just having lots of text that's very long and difficult to navigate. Laura questioned whether we will have something new to say about Boosters on a weekly basis, but Ron replied we don't necessarily need "new" information; we can share past accomplishments and future goals. Jane thinks that the Boosters information at the top of Ron's example should be part of the Boosters homepage and that people look to blast for weekly events and news. Ron said that news can be something about a particular sport, but should still be within a Boosters framework. Heather mentioned that the current format for the blast is a function of making it as easy as possible for editors. Whatever we end up doing needs to be less labor-intensive.

ADJOURNMENT

The meeting adjourned at 8:40pm.