



Greeley Sports Boosters

Horace Greeley High School

Chappaqua, New York

Minutes
May 12, 2020, 8:30am
Zoom

ATTENDANCE

Board Members

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

CCSD

Jason Semo, Athletic Director – yes
Brad Gitlin, Assistant Athletic Director - yes
Jane Shepardson, Board of Education Representative - yes

Committee Chairs, Team Liaisons, Members & Guests

Ivy Braun, Tamara Brolin, Elyse Falk, Lisa Murakami, Lori Townsend, Karen Yarasavage

WELCOME

- The February 2020 minutes were approved.

BOARD OF EDUCATION UPDATE *(Jane)*

The BOE is focused on end-of-year events such as graduation. They are still waiting for guidance from the Governor in terms of what will be allowed. There was a decision for the sports awards to go virtual during the week of June 15. Jason mentioned that there will be a professional videographer to help with the ceremony. There will be pre-recorded videos from the various coaches and they will try to maintain the integrity of what’s been done in the past. Christine will talk to the BOE today about possible videographers. All awards have been ordered, but shipping companies are closed right now. Jane reported that the administration has worked hard to preserve what it can of the end-of-year ceremonies. In terms of next year and sports, we just

don't know what it will look like. Jason said that they will plan as if they will go forward as normal until they hear otherwise. Jane mentioned that the Westchester Putnam School Boards Association has a weekly call for districts to share information about how they're handling everything in light of COVID. The district is trying to think ahead in terms of what our needs may be in the fall.

ATHLETIC DEPARTMENT UPDATE (*Jason*)

- **Logo** The new logo was finalized. There was a kick-off video during the winter pep rally. We opened a store using the new logo with proceeds going to Relay for Life. Merchandise uses the "We're all in this together" slogan to try and build morale. We have also created a seal and can customize the logo to add the name of individual sports. We are getting a backdrop and tablecloth with the logo on them.
- **Fall Sports** Everything is contingent on what will be allowed for school. As of now, registration for fall sports begins July 24 and the start date will be August 24. We may need to stagger practice and try out times. Rachel Marino has been speaking with the Trainers Association. We are also trying to make sure the PE Department is being consistent with its offerings. Sports really helps districts with a sense of community. In June, there will be a K-8 race for community with challenges for everyone to complete.
- **Ninth Grade Orientation** Nothing in the works. Could do a virtual introduction. Will discuss with Lyn Stewart later this week.
- **PTA Mailing** (*Laura*) Despite getting very few memberships as a result, we saw a big uptick in people going to the website around the time of the mailing. We can do a postcard with a QR code rather than multiple page, paper mail-in form.
- **Strategic Coherence Plan** Budget reductions dictated lowering the amount the department will have for coach development, but it wasn't eliminated.
- **Facilities** Any decision about re-opening Greeley for community use is a district decision, not an Athletic Department decision.

BOOSTERS PROJECTS FOR 2019-20

- **Senior Athlete Dinner** (*Laura*) Moving ahead with videos as has been traditional. Working with parents to gather photos. Fall and winter videos are done. Collecting photos from last year's spring season to create the spring video. Gathered senior photos for a senior athlete yearbook and discussing how to distribute. Will reach out to the Marriott and see if we can roll our deposit for this year's dinner into next year.
- **Committee Reports**
 - **Fundraising** (*Bonnie & Laura*) Met in February. There is a need for capital campaigns going forward to cover larger initiatives. Possibly create two funds: (1) Athletic training & development and (2) capital improvements (including technology). Would need to partner with AD and coaches to develop a timeline for grants. In holding pattern depending upon what next year's seasons will look like. Will need to think of non-event based ways to raise money in the near term. Continue to have the issue of defining what Boosters is and why we are valuable.

- Team Services (*Elyse & Amanda*) Met in February and developed a plan for identifying a parent from each team to act as a liaison between the team and Boosters. Unfortunately, once we were about to start implementing the plan, everything shut down. Will need to regroup in July once we know more about the fall season. Hopefully, parents will be interesting in stepping up in order to improve communication during this time.
- Community (*Lori & Ron*) Would like to re-connect the community to our athletics. Don Reynolds passed away on May 2. There will be a memorial on May 23 and hopefully we can share this with the community. Maybe we can find a space on our website to archive his columns from over the years. Most important thing we can do right now is communication. Emails have a high open rate at the moment.

JUNE MEETING

Our next meeting will be Wednesday, June 10, time TBD. Laura proposed that this is an opportunity to remind the broader community that we're here, who our new officers are, etc. Jen said that we continue to have three open positions: someone to do marketing/Constant Contact, someone to do the fall sports eBlasts and EVP.

STATUS UPDATES

- **Financials** Cindy sent financials by email prior to the meeting. It has been very quiet. Our audit is complete.
- **Membership Data/Stats** (*Samantha*) We ended last year with 314 members. We will end this year with 292 members, a 7-8% drop. This may have looked different if the spring season had happened. We have one new lifetime member and one new platinum member. She never received roster information for the spring. Jen mentioned that fall is when we get most of our members so if the fall season is impacted by COVID, it could impact membership significantly. Samantha suggested that if the fall is canceled, maybe we can do more with our winter membership drive. Jen mentioned that while the district will see budget reductions in many areas, it is increasing the technology budget. Jane mentioned that Local Live could be important if we have a fall season without fans. Boosters will think about whether there's a role to play related to this.
- **Fundraising** (*Bonnie*) Still have some money collected from basketball games that needs to go to Cindy.
- **Marketing** (*Ron*) Everything is on hold. Once things reopen, he will reconnect with those students who had been helping him with a promotional video.
- **Team Services** (*Karen*) Everything is on hold.

ADJOURNMENT

The meeting adjourned at 9:23am.