



# Greeley Sports Boosters

## Horace Greeley High School

Chappaqua, New York

### Minutes

October 16, 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 - no  
Stacey Reynolds - yes

##### **CCSD**

Jason Semo, Athletic Director - no  
Jane Shepardson, Board of Education Representative - no

##### **Committee Chairs, Team Liaisons, Members & Guests**

Susan Flanagan, Ari Lindner, Kim Lindner, Lori Venturino Salore

#### WELCOME

- The September 2019 minutes were approved.

#### QUICK RECAP

- **Open House** (*Jennifer*) We had a table at open house and sold \$455 of merchandise (magnets and lanyards). Bonnie posted on Facebook ahead of time, which resulted in more people coming to the table. Susan suggested we can sell more if we had a presence at games, however, Laura said we don't have the ability to staff each game. Jennifer said she plans to do a Sign-up Genius and perhaps include some of the big basketball games to test this idea.
- Susan suggested providing magnets to the teams to sell themselves and then giving a small percent of sales to those who participate.

- **Homecoming** (*Bonnie*) Everyone loved the seat cushions. Only one box is left. We sold \$433 worth of magnets and lanyards (84 magnets and 31 lanyards). Most people who made purchases said they are already Boosters members.

#### **ATHLETIC DEPARTMENT UPDATE** (*Laura read Jason's report*)

- **Strategic Plan** First meeting will be October 30th from 3:30-5:30pm. This week, an email will be sent to all committee members with all of the dates and a draft of the framework for the plan. Jason apologizes for those that thought we were meeting this week.
- **Logo Update** There is a meeting scheduled tomorrow with a committee at the school level that includes student activities, music/art departments and administration. A timeline will be developed and Jason will send weekly updates to the Boosters members who were on the initial committee (Laura, Heather and Jane) for continued feedback.
- **Fall Sports** Many high school teams are finishing up in the next two weeks. Seeding for sectionals will be this weekend and early next week. Sectional games will be noted in the schedules.
- **Winter Sports** Registration is open. Thanks to Jeff for helping to get the updates for sponsorship and others for feedback in other areas of the registration site. We did have one issue during registration with the physical date section dropdowns. This was addressed with the company and they were able to resolve it in a timely manner for us.
- **Assistant AD** Brad Gitlin is the current AD at Ramapo CSD and will begin at Greeley on October 28th. Brad attended yesterday's staff development day and was able to work with and meet our entire PE staff. Brad will attend the next Boosters meeting to be formally introduced to the group.
- **Plaque** A plaque recognizing Boosters, Twin Oaks and all those involved in creating the new fitness center space is now up.
- **Banners** Jason met with Joe G. and Mario this afternoon. The banners will be up prior to the first basketball game. Mario and Jason will measure the gym tomorrow and begin to layout the banners for installation.

#### **BOOSTERS UPDATES**

- **Membership Data/Stats** (*Laura read Samantha's report*) We have 252 total members to date, 62 of whom are lifetime members (so they didn't necessarily join this year). Winter sports registration opened on Friday and as of yesterday, we have six new members. The website has gotten thirty memberships and the paper mailing has produced only two. Maybe we can do away with paper forms in the future.
- **Financials** (*Cindy*) Cindy sent financials by email prior to the meeting. All sports registration transactions are now documented in our Paypal account.
- **Fundraising** (*Bonnie*) Monday's Matter is tentatively scheduled for December 9<sup>th</sup>. We will find out whether Greeley athletes have any games that evening.
- **Technology** (*Jeff*) Registration has been fixed so that money now directly goes to our Paypal account. The one remaining item from fall registration is that rSchoolToday owes us a rebate (approximately \$200) for excessive fees. Parents are excited to cover varsity

sports on social media (except for girls tennis). JV Girls soccer is undefeated and has also inquired about publicizing on social media.

- **Youth & Modified Sports** (*Stacey*) Stacey has been reviewing the middle school PTA newsletters. All modified information has been included. There are also highlights about varsity games in order to build awareness. Football and field hockey have sent information to their youth organizations. Stacey has been sending soccer information out to CYSC. She will continue to work with the youth organizations for winter and spring sports. Next year's tryout dates will be set around Thanksgiving and Stacey will contact Jason to get them. Jeff will post them on social media so parents can plan accordingly.
- **Marketing** (*Ron*) Ron is waiting for the survey. Laura has some additional data. Jason had mentioned using the display board. We can do something more substantial than just our logo and tagline during basketball season when more people may be paying attention.
- **Team Services** (*Laura*) Laura spoke with Jason in August about getting information to all who register for sports ahead of time so that everyone understands what is offered. That didn't happen for fall, but it will happen for winter. The Boosters secretary will oversee communication about Boosters team services. Amanda and Laura will develop a plan with a timeline, dates, etc., in terms of what will be distributed in order to ensure everyone knows what's available.
  - **Team Web Stores** Laura distributed the Web Store Fundraiser Program information presently on our website and asked for comments. She specifically noted the section called "Broad Promotional Reach." The teams need to ask us to do this; it's not up to us to promote for them because we don't have all of their store information (dates, url, etc.). Some have said there's a lack of vertical communication among coaches (e.g., JV doesn't know about a store for its own sport). As of now, there's no uniformity to the teams' logos. No inventory is owned by Rainbow Lettering. The company fulfills based on orders so there's no outlay of money. Boosters makes no money. Stacey suggested adding an explanation that the revenue goes to the teams' Boosters bank accounts. Amanda suggested adding "click here" and providing ideas about enhancing sales (e.g., mention to family members, coordinate with all levels of a sport) as well as including contact information for Rainbow Lettering so parents or coaches can reach out to them directly. Boosters role with the web stores involves getting the sizes of all coaches at the beginning of each season for their complimentary apparel item and making sure all the fundraising checks are deposited in the appropriate accounts (except for football, which has its own 501(c)(3) and gets its checks directly).

### **GOALS FOR 2019-2020** (*Jen & Laura*)

- **Steps taken to date** Jen sent out the survey right after our last meeting and wants to finalize it. The Athletic Department's strategic plan will likely begin with an assessment as well. We don't want to confuse people with two surveys so we are waiting for the first strategic planning meeting to learn the timing of that survey.

- **Next Steps** Laura reviewed the handout entitled “FOCUS for 2019-2020: Next-Level Growth,” which has been updated to show steps being taken to accomplish each of our goals. Jen has identified two roles with which we need help: (1) We need someone to do creative work and (2) We need someone with expertise in Constant Contact (in order to set up distribution files for the district list). Cindy suggested finding a PTA person for the latter as many of them have Constant Contact experience. Lori Townsend will be the main point person for the eblasts during the winter season. Susan talked about how valuable it would be to recruit a person from each team to attend Boosters meetings. Laura said they tried this two years ago and that people didn’t seem interested. Finally, we still need to solidify connections at Greeley to get more students involved. How do we match interested students with opportunities?

### **BOOSTERS ACTIVITIES** *(Laura & Jen)*

There was discussion about the handout entitled “Boosters Activity Impact.” The chart lists the majority of our activities to see which part of our vision each activity supports. We are doing ten activities that build community and four that improve athletics. What additional things can we do to improve athletics? After the strategic planning process, we should have more information about the needs of the department, the direction the department is going, etc.

### **GENERAL COMMENTS, QUESTIONS & NEW BUSINESS**

There was some discussion around homecoming. Stacey brought up the importance of reaching out to the youth sports organizations so younger children can participate during halftime, etc. We have no alumni lists, but some individual sports do. Alumni outreach is something to think about. Ari suggested starting something at the senior athlete dinner – perhaps just requesting seniors’ emails so they can be contacted in the future.

### **ADJOURNMENT**

The meeting adjourned at 8:46pm.