



Greeley Sports Boosters

Horace Greeley High School

Chappaqua, New York

Minutes

September 17, 2019, 8:45am

Ed Center Basement Conference Room

ATTENDANCE

Board Members

Jennifer Bergin - yes

Laura Brail - yes

Bonnie Berg - yes

Jeff Dorst - yes

Ron Frasch - no

Amanda Goodstadt - yes

Cindy Greenstein - yes

Samantha Potack - yes

Stacey Reynolds - yes

CCSD

Jason Semo, Athletic Director - yes

Jane Shepardson, Board of Education Representative - yes

Committee Chairs, Team Liaisons, Members & Guests

Susan Flanagan, Heather Laforteza, Lori Townsend, Karen Yarasavage

WELCOME

- The June 2019 minutes were approved.

SUMMER UPDATE (Laura)

- **Fall Sports Registration 2019 vs. 2018** Fall registration went through rSchool Today. The Boosters component will be revised going forward. There was a large increase (last fall we made \$8,400; this fall we made \$13,100). We still need to collect some of our money from rSchool Today.
- **Weekly Blast** It was refined based on community feedback and looks fantastic! It was a great idea to direct people to Facebook from the blast.
- **Website** We have an improved Team Resources page with more specifics and downloadable forms. All team rosters were moved to the Athletics Department website. (To locate them, click "Calendars" and then "Rosters.")

- **Communication** Although it didn't go out this fall, Jason has text for an email that should be sent to all parents of athletes each season regarding team services. It will become a standard communication from the Athletic Department in future seasons.
- **Casey Taub event** (*Jennifer*) About 250 people participated in yesterday's inaugural event in memory of a former varsity soccer player. The Boosters was a sponsor (\$500) and had signage on one golf hole, as well as throughout the event. Dr. Ackerman, Dr. Pease, Andrew Corsilia and Camp Shropshire were all in attendance.
- **Homecoming** (*Jennifer*) Boosters will distribute 500 bleacher cushions during the sports events. The first [TBD] number of fans at each varsity game will get them. Our role has shifted. Boosters is no longer organizing activities. That will be done by the high school (Matt Friedler is working with students); however, we will still help with promotion. We will also have a table where we can sell magnets or other merchandise. Stacey asked whether magnets could be free for Boosters members, but Laura would prefer to give something else away for free since magnets are very popular items for purchase.

BOOSTERS FOCUS & GOALS FOR 2019-20 (*Laura*)

- **Focus & goals** See handout: "*FOCUS for 2019-2020: Next-Level Growth.*" Laura recapped discussions from the summer and discussed the five goals detailed in the handout. We are now in the position to pursue things, as opposed to just being reactive.
 - Jennifer discussed a community survey that will be distributed within the next several weeks seeking feedback on people's perceptions of Boosters. We need input on how people think Boosters can add value. Membership right now is 239 families so there is an enormous opportunity for growth. Jennifer will send the survey to everyone at today's meeting for comments before it's widely distributed. We may also want to survey athletes, however, this time, we are targeting parents of seventh graders through last year's seniors.
 - Laura noted that in an attempt to get more people involved with Boosters, she and Jillian are getting a senior parent from each team to be the senior athlete dinner liaison to Boosters. Those parents will be the ones who make sure to get the photos, a senior-only team photo and highlights from the blasts for their respective teams.
- **Operating Budget** Cindy sent the budget via email. This is temporary and may change based on our discussion.

STATUS UPDATES

- **Membership Data/Stats** (*Samantha*) We have 239 members (177 annual and 62 lifetime), which is a good start for this year. Our most popular category is ribbon level and second was silver level. No new lifetime members joined this fall. Most of our memberships came from rSchool Today (217). Twenty-one came from our website and there was one paper membership. Four people donated twice. Most of the people who donated did so because they were registering a child for fall sports. Six people joined

Boosters whose children play a winter sport. One joined now despite having a child who only plays a spring sport. The largest rosters with members were girls JV soccer (60% participation) and boys JV soccer (also 60%). The lowest participation was cheerleading (12%) and boys JV-b soccer (19%). We seem to mostly capture the middle grades (10th and 11th).

- **Financials** (*Cindy*) Cindy sent financials by email prior to the meeting. She is working out membership payments from fall sports registration with rSchool Today.
- **Fundraising** (*Bonnie*)
 - **Mondays Matter** We would like to bring this back. Possible dates are 10/21, 11/4, 12/9. The October date is too early and the HGSF spelling bee is 11/4, so we will go with 12/9, which gives us time to generate buzz.
 - **Merchandise** Bonnie reached out to Pete. Magnets are our biggest seller and we have a lot left. We decided to order lanyards, which are inexpensive and easy to store. They can be sold at Homecoming.
 - **Rockin' Jump** We would like to do a fundraiser and get our name out to younger families. Rockin' Jump has availability on weekdays other than Fridays. A two-hour session costs \$25 and Boosters gets \$5. Open to students grades K-12. We'd like to do this on a superintendent conference day. Lori suggested getting athletes to attend the Rockin' Jump event and suggested to Jason that they get instruction about how to properly represent the athletic program. Jason mentioned an event idea he has previously done: a parents night out fundraiser where athletes watch young children in the school gym. He held his event just before holidays and charged \$15 for 3 hours. Parents also got a \$10 gift card for a local restaurant so if used, the entire event costs each family \$5. There are multiple activities for the children -- athletes can do drills, movies, crafts, kickball games. He envisions dividing the main gym into three sections, as well as using the back gym and the yoga studio. One of the objectives is getting athletes from every sports team to participate.
- **Technology** (*Jeff*) Jeff will spend time today with rSchool Today to try and clean up some things before winter sports registration. On social media, he now has many "dedicated parent tweeters" covering a variety of sports.
- **Youth & Modified Sports** (*Stacey*) Stacey has been reaching out to the youth organizations. She would like to get the link to Greeley's weekly calendar blasted out by the various organizations. She is doing this for CYSC. She also plans to touch base with Tamara and Lisa about middle school blasts, but there haven't been any modified games yet. We have pamphlets that can be distributed at the seventh & eighth grade middle school open houses.
- **Marketing** (*Jennifer*) Ron will work on a forming a plan after doing the community survey. Goal is to use membership data and survey feedback to figure out the right way to position Boosters in order to increase membership. More help is needed for a marketing committee. Specifically, we need to find someone experienced with Constant Contact. We would also like to find someone interested in tracking sports highlights and reaching out to coaches in order to develop content for the digital sign in town. Some of these updates would also go on social media because many community groups want to

utilize the digital sign. Marketing committee will also work on member/"insider" ideas. We need to determine what the value of being a member is, especially when people benefit from everything we do even if they don't join.

- **Team Services**
 - **Team Poster Sponsorship** (*Karen*) Five teams have participated so far. Karen was able to do the girls soccer poster (27 girls, 60 posters) for under the \$200 cap. Winter sports rosters are even smaller. Laura will add specifications and helpful tips regarding the creation of posters to the website.
 - **Team Web-Stores** (*Laura*) Coaches' apparel has already come in and been distributed. If a team's web store items are chosen by students, she suggests having a parent look it over. Coaches at the varsity level are responsible for passing information about these stores down to coaches of all teams in their sport (including modified) or else designating a parent for the job. Heather questioned the reason for the brief windows of time these stores remain open. This is because the companies don't want to do one-off fulfillment. Karen questioned costs and Laura indicated that there is no obligation to mark-up merchandise if a team just wants to sell items, as opposed to raising money.
 - **Senior Athlete Dinner** (*Laura*) See update under Boosters Focus & Goals for 2019-2020.

ATHLETIC DEPARTMENT UPDATE (*Jason*)

- **Facilities** This summer, air conditioning and fans were installed in the new fitness center. Electric was installed last weekend. The main gym was repainted and now has a more industrial look. We are trying to get banners up over the next couple of weeks. The D gym's floor was redone and we fixed the batting cages that were recently installed. Repairs were made to the Seven Bridges gym (hoop and floor issues). The big summer project was the website. Scores are now posted and coaches are becoming more familiar with the app they can use to upload scores and highlights immediately following their games. Matty Wasserman (HGHS junior) has access to a Greeley Press Box section on the website. He and other students will update that and possibly create podcasts. Rosters are up. The new website is much more user-friendly than the old one.
- **Assistant AD Search** The hire will be both an administrator and teacher. Many good candidates applied. A finalist is meeting with Christine today and hopefully will be hired by the BOE next week.
- **Logo** This has been much more work than was anticipated. Jason would like to have his committee plan to meet one day each week at a specific hour until it gets done.
- **Athletic Department assessment & strategic planning process** The department is working with Jonathan Acosta, the same person the district used for its overall strategic plan. He would like three or four Boosters members to participate on the following dates: (1) 10/15 from 3:30-5:30pm; (2) 11/4 from 12-4pm; (3) 12/10 from 12-4pm; and (4) 1/6 from 3:30-5:30pm. In addition to Boosters representatives, other participants will include administrators from Greeley and the middle schools, coaches, students, and a parent representative who is from outside the sports community.

- **“Advertising” on the big screens** Jason shared that several students are working on a cancer walk project and created a commercial for it that will be displayed on the big screens during games. All kinds of student groups can create advertisements of this nature. Boosters should also create something.
- **Coaching retreat** Jason is holding his first coaching retreat next Thursday, 9/26, from 6-7pm. All coaches (modified through varsity) will be there. He will have breakout sessions on various subjects (e.g., program development, how to create a positive culture for your team, how do you help students understand their roles? how do you talk to an upset parent?) Hopefully, the new assistant AD will participate. Jason asked Boosters to provide food for the coaches. For winter, the retreat will take place at the same time as the preseason coaches meeting. For spring, there will be two separate meetings. Susan suggested trainings for team captains, guidance for coaches about how to select captains, as well as training for captains’ parents

BOOSTERS ACTIVITY IMPACT - DISCUSSION (Laura)

See handout: *“Boosters Activity Impact Discussion”* We need to look at our activities in an objective way. Who are we serving (parents vs athletes; teams vs entire program)? Two key components of our vision are a thriving athletic community and high-quality athletic programs. We seem to do more to help build community than to improve overall program quality; do we need to do more of the latter? We should be certain there is follow-up after the community survey results are collected so people know they have been heard. Jane suggested standardizing more communications, perhaps by having each team offer a liaison to Boosters and/or the Athletic Department. A published handbook containing the process for dealing with various situations would help both parents and coaches. Stacey will tell Jason how useful last year’s winter preseason sports meeting was and suggest it be done for the fall and spring seasons as well. Susan suggested that we develop a written resource that contains team service logistics, as well as tips for handling grievances and the like. It was agreed that this handout provides a helpful breakdown of what we do. Laura asked that everyone review it later and send any comments to her and Jennifer.

GENERAL COMMENTS, QUESTIONS & NEW BUSINESS

Stacey asked whether rSchool Today can push confirmations that students have been registered. Jane has already spoken with Jason about fixing this.

ADJOURNMENT

The meeting adjourned at 10:21am.