



Greeley Sports Boosters

Horace Greeley High School

Chappaqua, New York

Minutes

January 15, 2019, 8:45am
Ed Center Conference Room B

ATTENDANCE

Board Members

Laura Brail
Jennifer Bergin
Cindy Greenstein
Amanda Goodstadt
Heather Laforteza
Karen Yarasavage

CCSD

Jason Semo, Athletic Director
Jane Shepardson, Board of Education Representative

Committee Chairs, Team Liaisons, Members & Guest

Lori Townsend, Julia Burton, Susan Flanagan, Stacey Reynolds, Marla Shar, Lori Venturino Salore

WELCOME

- The December 2018 minutes were approved.

BOOSTERS UPDATE

- **Fitness Center use during opening week; CCSD Opening Celebration; Recognition Plaque** Steve McLees is supervising the Fitness Center and now works from 10am until 6pm. Students come in during their free periods. There is presently a sign-in sheet, however, they may switch to an electronic swipe system using student ID cards. Last week, 100 kids visited the center each day, including both team and individual use. The Studio flooring is scheduled to be installed this Friday, weather permitting. The District is planning a grand opening (details TBD). Laura is in discussions with the Twin Oaks board and Dr. Ackerman about a recognition plaque, as stipulated in the grant agreement.

- **Pamphlet for incoming ninth grade orientation** Ninth grade orientation is next Thursday. Last year's postcard has been expanded into a pamphlet. To reduce confusion about the published dates, Julia will edit the Boosters blast to delete fall and winter 2018 dates. Laura will talk to Jason and Matt Friedler about how to better communicate opportunities to students and connect interested students (photographers, etc.) with teams. Perhaps there could be something similar to Greeley Hot Jobs. Laura mentioned that one comment in the team activities surveys was that team coverage in the Boosters blasts should be centralized and not team-based because it was a strain on team parents. This won't happen, but perhaps Matt can help Boosters publicize opportunities to students. Louise Brady can let students know about photography requests, but she cannot give student names to parents. Louise indicated that paying the photographers might increase interest and is expected by students.
- **Incoming ninth grade athletics orientation for June – Plan A & Plan B** Before the break, Laura met with Jason and Andrew Corsilia. Andrew is very supportive of having an orientation. Plan A: In order to justify taking kids out of the middle schools and bringing them to Greeley, the orientation would be broader than just athletics. It would involve eighth grade guidance counselors, Lyn Stewart (incoming freshmen class principal), Matt, Jason, as well as teachers from theatre, band/orchestra, etc. If by March 1, there's nothing set, there is a Plan B: An evening program strictly for athletics that's similar to what Friends of Greeley Theatre does. Voluntary, no one misses school, but Boosters will publicize and Jason would bring in some coaches and athletes.
- **Proposed Gifts: C-Field covered benches; Field map signs for Greeley & maybe Bell/7B** There is \$7,000 that was gifted to Boosters from the defunct turf fund almost two years ago. The money should be spent on something related to the turf fields. Laura mentioned that there is some interest in purchasing covered benches for players. Laura asked for opinions about this idea because the only sport that really wants these benches is soccer (six teams). She questioned whether using the money for this purpose is justifiable. Heather asked whether covered benches would hinder spectators' ability to watch games. Susan suggested using the money for watering stations. Stacey suggested some sort of portable cover. Julia & Susan suggested a storage shed. If the cost of something we want is more than \$7,000, we can supplement with other money. Laura asked Jason to ask the coaches if there are items they want, however, thus far, the only request has been the covered benches. Either Jason or Joe Gramando has suggested we purchase permanent field signs with maps, especially because of our field layout. If we do this, we need to consider what happens if field layout or names change.
- **Photos** We have had a fall photo day and a winter photo day. Scheduling and logistics need improvement. The Athletic Department, Andrew and Louise need to better coordinate this if all teams are to be represented in the yearbook.

FINANCIALS

Cindy distributed financial reports via email.

TEAM ACTIVITIES SURVEY – INITIAL RESULTS

Laura thanked everyone for completing surveys. Lori sent an email to those teams that have not yet responded. Many teams (but not all) do posters and a senior day. Boosters already helps teams with promotion and apparel, two things that every team does.

Every team other than track and field gets money from parents in some way, but amounts vary greatly. For example, football has a large budget (approximately \$30,000) because they have lots of events that are integral to the program, two books (memory book and season program book) and the team goes to an overnight camp for four days. Lacrosse has an approximately \$20,000 budget. Track and field does only one or two events. Jane and Heather expressed discomfort with teams asking local merchants for donations. Volunteers are needed to look into a solution or gather information on alternatives.

The poster is an area that can use support from Boosters. One suggestion is to go to single vendor (e.g., Minuteman Press) and try to negotiate a discount. Perhaps Boosters will contribute a set amount of money for a certain size poster and teams can supplement if they prefer larger posters. There was discussion about whether Boosters can offer a template for the information to be included on the posters.

Another area where Boosters can help is for senior days. Banners can be purchased (three would be a minimal expense), but we will need a system to manage them. They should probably be kept within the Athletic Department. It would be nice to acknowledge seniors from our opponents' teams when we are celebrating our own seniors.

BOOSTERS – 3-YEAR REVIEW & LOOKING AHEAD: PREVIEW FOR LATER DISCUSSION

In order to develop a future plan for Boosters, we first need to find out plans for the Athletic Department and the District because their plans impact ours (e.g., plans for upgrading the Athletic Department webpage will impact our website). Last year, Boosters saw huge growth in subscribers for our blasts and membership dollars. This year, we are seeing smaller increases. This year, we are focused on gathering more information via surveys and trying to improve communication. We also need to work on succession planning as Laura's term as president is up at the end of June.

Lori asked how Boosters can best advocate for our needs. Laura believes the first step is to learn the District's plans. Survey results show we need cultural changes (better coach communication, sports programs instead of a bunch of teams, etc.). There has already been improvement in custodial issues due to personnel changes. Boosters should meet with Jason, Christine and Joe Gramando to discuss what we see as important versus what they see as

important. It was suggested that Boosters highlight the large number of students participating in athletics. Jennifer suggested we need a list of priorities from Boosters perspective.

ATHLETIC DEPARTMENT UPDATE

- **Athletic Department Staffing** Athletic departments are changing everywhere. The current emphasis is on developing programs and facilitating spaces. Our department is adding another full-time clerical person. Jason is meeting with representatives from all youth programs on January 22 in order to get everyone on the same page. Steve McLees is filling the role that our coordinator position previously did. He is doing a good job working on emergency plans. The new scoreboards are a lot of work. Only Jason, Diane Lugo and Steve can use them right now. Before Jason requests an Assistant Athletic Director, he wants to make sure that is, in fact, what's needed, given that so much of what he's doing right now is a function of all the changes we're involved in. For now, he is holding off and wants to see how the presence of an additional clerical person helps. Jane and Lori emphasized that they don't want Jason to be overwhelmed and hope he will consider bringing on an Assistant Athletic Director. Laura pointed out that much more is involved in hiring coaches than there used to be and that this takes up a lot of time.
- **Logo Redesign** Jason is meeting with the company doing the work later today. We hope this project will be completed by the end of February.
- **Athletics Website Redesign** Our School Today is the platform Jason is currently interested in pursuing. Jeff, Laura and Jason have been talking about a new website which would have registration and roster sections. Jason was hesitant to change anything last summer because of issues with the platform, however, since then, many upgrades have been made. Jason anticipates making the shift over to the new site, launching for the 2019-20 school year.
- **Fitness Center & Studio** Fitness Center is complete and packed; it has been accommodating lots of students. Jason has asked that music be played and the doors be open. Middle school students will be invited to use it. A bid for mirrors was accepted. Scarsdale has shatter-proof vinyl mirror (like wallpaper on a frame). We didn't want glass. All our equipment has a lifetime warranty and the supplier will come in to do maintenance annually.
- **Main gym upgrades for summer 2019; State Championship Banners** This year, we did flooring and mats around gym. In the coming year, the climbing wall will come down and the walls and ceiling will be repainted over the summer. Once complete, all banners will go back up.

- **Locker Room Improvements** The girls locker room needs improvements. There is lots of wasted space. Jason turned a storage closet into a girls team room and has gotten a ton of use out of it, including from visiting boys teams. Joe is aware of the existing issues. New lockers have been priced, however, Jason wants to be certain we don't need other changes before ordering them.
- **Plan for use of Fitness Center & Studio – PE curriculum revamp; student input; wrestling team** Part of the grant proposal for the new Fitness Center was an initiative to change our physical education curriculum. Staff has accepted this and taken the lead. A survey went out to all students asking about their favorite PE units. The entire PE department will be certified in TRX and two PE teachers will be certified in Spin instruction. Tenth and eleventh graders will be combined in gym and there will be multiple three-week units the students can request depending upon their interests. Susan asked about athletes being excused from these units so they can work out instead.
- **Funball & Walking for Life** In planning for the new PE curriculum, Jason said that he does not see Funball as a course or even part of a course as he does not see a recognizable, teachable progression of skills. Boosters members stressed the importance of Funball in Greeley culture and in the role it has for the student fundraiser for the Scholarship Fund, as well as for the alumni tournament. Jason said that Funball (and Funball events) would be supported whenever possible and included in rainy day gym plans, etc.
- **Contest Scheduling and possibility for more athletic “events”** Boosters members said that things are better as “events” when they are on Fridays and Saturdays. Jason reiterated that scheduling is done by the Section.

ADJOURNMENT

The meeting adjourned at 10:55 am.