



# Greeley Sports Boosters

## Horace Greeley High School

Chappaqua, New York

**Minutes**  
**February 26, 2019, 7:30pm**  
**Physical Education Classroom**

### ATTENDANCE

#### **Board Members**

Laura Brail  
Jeff Dorst  
Cindy Greenstein  
Amanda Goodstadt  
Heather Laforteza  
Karen Yarasavage

#### **CCSD**

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

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

Lori Venturino Salore, Susan Flanagan, Samantha Potack, Ari Lindner, Lori Townsend

### WELCOME

- The January 2019 minutes were approved.

### BOOSTERS UPDATE

#### **What's New?**

- **Senior Day Banners** We purchased three banners that will be kept at Laura's house for the time being. There is a clipboard check-in/check-out system. Jason mentioned that Friday, May 10, is tentatively scheduled to be a "play day"/spring homecoming when as many teams as possible will play games and some may have their senior day games then.
- **Fitness & Athletics Center Ribbon Cutting Ceremony** Scheduled for tomorrow at 3pm.
- **Website – refinements and streamlined focus/direction** Jeff refined the website so that resources, information and tools for parents are more prominent. The items under the Team Resources tab can eventually become a team parent manual. The QuickStart guide

to Greeley Athletics was added. As information is posted on the website, it is easier to “push” that information (via email) to team parents and others who benefit from it.

## Status

- **Winter State Send-Off (State Qualifier Gifts)** Karen dropped off gifts in the Athletic Department office. Boosters sends an email to the coaches and team parents in recognition of the athletes’ accomplishments and to tell them to pick up their gift in the Athletics Office. Lori suggested utilizing the digital display in town to publicize the athletes going to states. David Hayes is the contact person for this. Non-profits like HGSA and Boosters can use the display. It is partly the Boosters sign as it replaced the manual Boosters sign that was in that location. Jeff asked if we could also occasionally put the Boosters logo up on the display, together with our social media information.
- **Modified Sports Information Packet for Middle School Families – Feedback, Timeline, Distribution** Laura appreciates the feedback she has received thus far and asked for any additional comments by March 1.
- **Incoming Ninth Grade Orientation – scheduled by principals; planning meeting** This has turned into a larger student life orientation for which the eighth graders will travel to Greeley. Lyn Stewart is in charge and has included staff members from both middle schools. Unfortunately, the event is scheduled for Monday, June 24, and it’s likely that many students won’t be there. Laura said something about this to Lyn but Lyn says this is the only date that can work. Perhaps Jane can also mention this issue. Moving up ceremonies are now Friday, June 21. There is concern that if this event is not well attended that the school will be reluctant to do it again.
- **Financials – membership since 2/4 FamilyID** Cindy distributed this month’s financial reports by email prior to the meeting.
- **Gifts** There was discussion about BOE Policy 3010 and problems interpreting it. Jane will seek clarification about what the district should be saying to parents, teams and coaches. She said that this communication should come from Tony Sinanis or from the Board, not from Jason, and that she will handle it.

## ATHLETIC DEPARTMENT UPDATE

- **Logo Redesign – Timeline, next steps** Jason is continuing to work on this and will invite Heather, Jane and Laura to view the “camp site” with a mock-up of the Quaker mascot.
- **Remaining Building Improvements (studio, digital display, other)** The studio is complete and looks great. The digital display arrived this week. Jason mentioned the importance of thanking Joe Gramando, Mario and their staffs, for all the time and energy they have dedicated to this project. The Fitness Center is incredible. There will be an open house in late spring when Jason will invite all the athletic directors from the section to visit and discuss the quality of what Greeley has purchased. The school can also consider keeping the facilities open for students during the summer. Many students, not just athletes, are using the new spaces.

- **Athletics Website Redesign – Timeline and process** Jason will participate in a webinar this Thursday to learn more about the new platform. The athletic page is a link from the rest of the CCSD site. Jason would like to launch the new athletic site this summer and have it ready in time for fall sports registration.

### **BOOSTERS – 3-YEAR REVIEW & PLANNING AHEAD**

Laura led a discussion about where we are now versus where we were as an organization during the 2017-2018 and 2016-2017 school years.

- **Transformation, Structure & Positioning** In 2016-2017, the community only loosely understood what Boosters was/did. There was no forward planning budget, minimal structure and our bylaws hadn't been reviewed for quite some time. Now, we have much more administrative organization. Laura stressed the importance of figuring out short- and long-term priorities so we can figure out how to allocate and secure resources to address where the organization is headed in the future. The past two school years have been transformational. We need to have a framework that provides some stability for next year and beyond.
- **Communications** Electronic media has been extremely helpful in letting the community know what Boosters does. We have overhauled our website and increased social media to include Twitter and Instagram. We have tripled our e-blast subscriber base.
- **What We Do/Provide** Boosters is now viewed as a source of information, services and financial support. We are a group that's serious about helping move athletic programming forward. We are much more involved at the middle school level (e.g., blasts, liaisons, committee, surveys). Our reach is growing in terms of contacting those in the community who will ultimately be a part of Greeley athletics (e.g., youth organizations). In addition, we are more connected with other high school and community constituents such as New Castle United for Youth, Louise Brady HG Art Department Chair and Matt Friedler HG Coordinator of Student Life. Boosters provides teams with the opportunity for a streamlined, turn-key system to open a web apparel store that supplies free coaching apparel as well as fundraising for the sport. This has been beneficial in helping teams streamline this operation as the parents organizing things tend to turn over each year. We have expanded the team services, information and tools that we provide.
- **Revenue Generation** Last year, we took in double the membership dollars compared with the prior year. Last year was the first year merchandise was profitable. This year, even without a chairperson and while waiting for a new logo, merchandise still turned a profit. In terms of non-merchandise revenue generation, we need to discuss whether to increase dues, conduct community events that raise money, etc. We can also consider other fundraising – e.g., if we have a spring event, perhaps we can do a 50/50 raffle.
- **Remainder of 2018-2019 Events (spring schedule)** We've fallen back a bit with public outreach and events. Once we're more solidified, we can plan more events. For the remainder of this year, there is the potential "play day" that Jason discussed, as well as the Senior Athlete Banquet and Eighth Grade Athletic or Student Life orientation.

Ari mentioned Greeley may be hosting a track meet for the first time and this could be an opportunity for Boosters to do something with the Concession Stand by Competition Field (e.g., selling hot chocolate – Note: LAURA WILL NOT ORGANIZE). Susan asked whether Boosters would consider running the Concession Stand for all sports events. If there is a volunteer who is interested in spearheading this effort, it would be great, but it is a very difficult job due to the logistics that are involved.

- **Succession/Resources** Laura's term is up this year and Julia is only able to continue doing the blasts for a portion of next year. There has never been a succession plan. It is incumbent upon everyone to work to grow the organization and figure out potential new leaders.

### **New Ideas for 2019-2020**

- **Boosters Poster Sponsorship – Proposal** Karen & Lori created a proposal for varsity teams only. They suggest giving each of the 25 varsity teams a \$200 reimbursement to cover poster expenses. This can potentially eliminate the need for asking local businesses for sponsorships. If a team takes advantage of this program, Boosters will be its sole poster sponsor and our logo and website address will be on the team's poster. We wouldn't require all the teams to use the same format, but we would suggest using the same printer (Minuteman) in order to have colors and fonts be consistent. Minuteman gave Karen tips on how to keep costs down such as providing typewritten (rather than handwritten) lists of athletes' names, as there are per hour labor charges for the printer to input names. Boosters can give teams/captains' parents guidelines about how to best accomplish getting their posters printed (e.g., contacts, dates, information needed). The total cost for 25 teams is \$5,000. Each team will get its money after showing us a poster that contains the Boosters logo and submitting the proper Boosters Expense Reimbursement form. There was a vote to approve the new poster program for the 2019-2020 school year. Karen will be the point person for questions.
- **All-Athlete Seasonal Kick-Off Event (3x/year)** Partly in response to survey results, it was suggested that we create a seasonal kick-off event to build the feeling that all teams are part of a unified athletic program and to make certain that Boosters sponsors something for all Greeley athletes. The event could take place during pre-season and would be program building, spirit building and community building. Motivational speakers might be involved. Need to determine dates and budget. Boosters could provide a very small Greeley Athletic gift (e.g., drawstring bag) for each athlete. Goal is to unify the teams.
- **Team Training & Development Grants** Survey results show that parents and students want more skill development. The ski team recently participated in a training day. The Athletic Department paid a portion of the cost and the team paid a portion. Perhaps Boosters wants to fund programs such as this. We could develop a program similar to CSF's Instagrants program.
- **BOE Budget Meetings** Jane said the BOE and the administration are well aware of the need for increased staffing in the Athletic Department. Lori asked whether it would be useful to approach Jason and see the best way for Boosters to present at a meeting and support him.

**ADJOURNMENT**

The meeting adjourned at 9:20pm.