



Greeley Sports Boosters

Horace Greeley High School

Chappaqua, New York

Minutes
March 27, 2019, 8:45am
Ed Center Conference Room B

ATTENDANCE

Board Members

Laura Brail
Jennifer Bergin
Jeff Dorst
Cindy Greenstein
Amanda Goodstadt
Mike Hutchings
Heather Laforteza
Karen Yarasavage

CCSD

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

Committee Chairs, Team Liaisons, Members & Guest

Susan Flanagan, Ron Frasch, Stacey Reynolds, Lori Venturino Salore, Marla Shar, Lori Townsend

WELCOME

- The February 2019 minutes were approved.

UPDATES

- **BOE Meeting Recap – Athletics Budget Presentation** (*Jason*) Last week, Jason delivered his athletics presentation and Joe Gramando delivered his facilities presentation. They are both on the CCSD website. There is a zero-percent increase in the athletics budget for 2019-2020, however, Jason mentioned that a considerable amount of money was spent on the department last year, so a zero-percent increase makes sense. Notably, the locker rooms need to be updated, but Jason believes we must live in that space for another year before determining exactly what needs to be done. Jason’s office is moving

to the Ed Center; he will be there in the mornings and at Greeley in the afternoons. The new department secretary will work in the Ed Center. Diane will stay in the current athletic office. The new secretary will handle field allocation and billing, with remaining time spent on additional clerical work, including dealing with the curricular portion of his job, the website and collecting information such as rosters and all-league and all-section designations. The BOE is also looking to add an additional layer of support somewhere in the department. Other items covered at the BOE budget meetings included the department's goal for K-12 physical education curriculum alignment, professional development for all staff (includes coaches and physical education teachers; subjects such as meditation, spin) and recognition for Aaron Wolk's state championship.

- **Technology: Boosters Social Media@Greeley** (*Jeff*) Jeff discussed social media issues and plans with Josh Block. The district is in the process of reworking its infrastructure and Jeff believes things are going in a positive direction. Josh understands that one of our objectives is live-streaming.

- **Modified Sports**
 - Survey for Winter just went out. As of yesterday, there were ten responses. In general, there is a low number of participants in the winter modified program.
 - Information Packet for Sixth & Seventh Grade Families is nearly complete. Laura has collected feedback from a number of people. The district's plan is to distribute the guide to all sixth and seventh grade families after the April break, well before coaches start speaking with students.
 - Communication Improvements. Modified coaches are getting students to use Sports You. Jason mentioned that he sent a welcome email to families of students participating in the spring modified program. He received great feedback, both positive and negative, and said that the new secretary will help with more communications of this nature.
 - Solving the Busing Issue (*Jason*) This issue exists for all merged teams: field hockey, football, girls' lacrosse and softball. The district is contemplating having these teams practice at Greeley. One parent tracked her child and it took 40 minutes to get from Bell to Seven Bridges. Jason is in contact with bus company; he and Seth Corwin are trying to find a solution. This year, the combined softball team will practice and play all games at Greeley. Rather than go from one end of the district to the other, students will come to a central location. Bell is also coming to Greeley for modified baseball. This will give Jason a sense of how this works logistically and what issues may arise (e.g., middle school children in a high school locker room).

- **Incoming Ninth Grade Orientation in June** (*Lori T.*) Lyn Stewart is organizing this comprehensive student life orientation, of which athletics is one component. Students will be bused to Greeley after school on Monday, June 24 (half-day), have lunch, take a tour and see a film/presentation. Clubs will be stationed around the school. This year is

a pilot; even if the event is not well-attended, they will do it again next year and try to adjust the date. For the athletics portion of the day, students will come to the gym and see the department facilities. There will be a video on the scoreboard. As kids go out to fields, they hope to have displays set up either by sport or by season. Hopefully, a considerable number of coaches will attend.

- **Logo Redesign Progress** Moving forward. Should be finalized by the end of the year, however, even if it is, the new logo won't be put into use until next year.
- **Senior Athlete Banquet** (*Lori S.*) The banquet is June 10 at the Tarrytown Marriott. A save-the-date will go out to seniors and their families before the April break. There are 160 senior athletes. Requests for photos are continually sent, however, the response has been slow. There will be team photos so hopefully every athlete will be represented. There was discussion about whether student team managers should be included. Jason said they are included at the team banquets, but this event is for athletes.
- **Main Gym** (*Jason*) This summer the main gym will be repainted. The climbing walls will be cleared away and new banners will be hung. There is an issue with the digital display in the lobby, but once it is fixed, the physical honor board can come down. Roster boards are coming down as well. All this information will be digitally accessible. There will be a physical (as opposed to digital) American flag that will go back up as well.
- **Turf Fund Gift** (*Jason*) An anonymous community member approached Jason about purchasing a FAT timing system, an official timing system with photo finish capability. It is a user-friendly tripod/camera system whose total cost is slightly more than \$17,000. The community member offered to donate half the cost and Jason would like Boosters to consider paying for the other half using the money from the turf fund. Purchasing this system would allow us to have track meets here. The soccer coach has asked about getting an official timing system, which could be used for tryouts, among other things. The football and baseball programs, as well as physical education classes could all benefit from a timing system. It could link to the new scoreboard and is mobile. It could even be brought to field days at the elementary schools or rented to the town for 5K races. Jason mentioned the idea of a nighttime community track meet for participants of all ages; based on whoever comes, events are designed around their ages and interests. Minor repairs can easily be made to the device. Jeff made a motion for the Boosters to fund a portion (around \$8,500) of purchasing the new timing system that Jason described. Cindy seconded the motion. All voted in favor, except for Karen, who abstained. The purchase will be made using the entirety of the turf fund balance, plus whatever balance is needed in order to equal fifty percent of the total cost of the system.
- **Financials** Cindy distributed financial reports via email. Heather noted that the boys' soccer team is carrying a large balance (approximately \$4500). She would like to determine a plan for how to best utilize this money. Cindy said boys' soccer and boys'

basketball are the sports that carry the largest balances. Jeff suggested that the money could be used as a partial gift towards the covered benches that Camp Shropshire wants for the program. Lori T. suggested that the district create a wish list of items so that when groups have surplus money they know what might be appreciated.

- **Remainder of this year** Other than the Senior Athlete Banquet, there will be a Spring Play Day/Weekend (5/10 & 11). Jason is working on scheduling this.
- Jason reports that the competition field had a tear - one of 5 or 6 in the country - which the company is both repairing and investigating. It is an aberration - not sure if the tear is a result of a certain combination of fill/weather, etc.
- The competition field scoreboard is scheduled to go in on April 22.

DISCUSSION

- Boosters 2019-2020
 - **Structure & Spots to Fill** Julia can continue to help with the e-blasts through the fall, but her position needs to be filled. The president position needs to be filled. Laura will set up some smaller meetings to move forward as an organization and determine the best structure to achieve our objectives, maintain stability and provide a plan for succession.
 - **Areas of Focus/Improvement** Our priorities adjust based on what happens with the athletics department. We can shift gears now that the district is no longer neglecting the department, however there is still a lot of work to be done to bring the athletics programs to the level of quality equal to our academics. Boosters has been doing more with the modified program and to engage the community at an earlier stage (Middle School & Youth). Now that field allocations and billing will be done directly through the district, will there be increased opportunities for vertical synergy and coordination with the various youth sports programs?
 - **Expanded Team Services** We have created systems, resources and programs that help teams organize their non-sideline (non-game/practice) activities which make up the other half of the athletics experience. We need to better communicate these opportunities to coaches, players and parents so they realize the value and take advantage of the opportunities to streamline. What is the best vehicle/process to communicate and get more people “under the tent” at the same time?
 - **Membership & Revenue Generation: Levels, Realistic Goals, Fundraising for...?**
 - Support for Sports Boosters hinges upon the District’s level of commitment to Athletics and the quality of our Athletics Programs:
 - No support/inaction leads to things like the Turf Fund Movement
 - Demonstrated district support and seriousness about athletics, leads to more community involvement and \$\$ support. For example, the district makes its commitment to academic

excellence well-known, so people feel confident that their gifts to CSF will be used meaningfully.

- Clear understanding of what people's contributions fund and what an organization does, impacts support:
 - With HGSF, people know their contributions are going directly to help fund a Greeley graduate's college education.
 - Even with Friends of Greeley Theater, people know their money is going towards funding required items for theater productions.
- Many people support individual Greeley teams both financially and with their time. They may not also see how their support of the overall program could be valuable and directed toward things that make a difference.
- A presentation about the Greeley Athletics Program delivered to the community would be beneficial and impactful:
 - Deliver the strategic plan and outlook for Greeley Athletics – Jason, Christine, School Principals – here's how athletics fits in our overall strategic plan; here are our vision, mission and goals
 - With renewed focus, here's what we've done so far to lay the groundwork; here is what we're working on now in order to achieve X,Y,Z by such-and-such a date to elevate our overall Athletics Program to be 1,2,3.
- As the Boosters discuss strategic plans, Jeff and Lori suggest an added level of membership donors.

ADJOURNMENT

The meeting adjourned at 10:05am.