



Greeley Sports Boosters

Horace Greeley High School

Chappaqua, New York

Minutes
May 22, 2019, 8:45am
Ed Center Conference Room B

ATTENDANCE

Board Members

Laura Brail
Jennifer Bergin
Jeff Dorst
Cindy Greenstein
Amanda Goodstadt
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

WELCOME

- The April 2019 minutes were approved.

BYLAWS VOTE

Laura appreciated all the feedback she received about the bylaws. The board unanimously voted to approve the amended bylaws (attached).

EXECUTIVE BOARD SLATE UPDATE

There has been a lot of progress. There are only a few remaining open positions. We would like to form a nominating committee in the fall to make this process easier as we go forward. Laura reviewed the 2019-2020 Executive Board handout (attached). The EVP and President are now able to act as co-presidents. Laura is going to help Jennifer next year.

REMAINING OPEN POSITIONS UPDATE

Mike Hutchings has agreed to do the weekly Friday blasts and is in touch with Julia. Laura is in touch with a couple of people to supplement this as it probably should be a multiple person job (e.g., one person per season). The blasts are too long and it would be helpful to edit submissions. There is a concern that information in the blasts gets lost (e.g., Both the football strongman event flyer and Greeley Lacrosse Day notice were sent to the PTA for inclusion in their blasts, but not sent to Julia for inclusion in our own blasts.) Laura reiterated that the blasts are only for varsity sports, however freshman and JV sports can submit photos and scores for the blast as well as information for Boosters social media. It was suggested that hyperlinks are included at the top of each blast so that readers can skip directly to sports of interest and not be forced to scroll. It was also suggested that writers be given a word and photo limit.

MODIFIED & YOUTH SPORTS YTD

Athletic department improvements and better communication between and among groups have helped Boosters achieve many goals.

- **Surveys** (*Jennifer*) There are only two modified winter sports (both individual) so we received significantly fewer responses to the winter survey. People were largely satisfied with the program. There were no busing concerns. Things are trending in the right direction. The initial survey last spring covered all sports for the year, however, now surveys are segregated by season. We will be interested to see results from spring survey. Jason would like to send the survey out right after Memorial Day as all modified sports will conclude by the end of May.
- **Adjustments within Athletics for Modified** (*Jason*) The overall community view is that modified needs to align more with our high school programs. Jason noticed a trend away from treating modified sports as intramurals and towards a more structured program. One of the biggest complaints is about transportation for combined teams. This isn't getting better. There is a shortage of drivers; this is not about an unwillingness to spend money. Teams sometimes need to leave as early as 1:45pm. Laura asked whether we can look at other bus companies. Jason said this is a district issue, not an AD issue. The department is doing everything it can to get teams where they need to be. Jennifer suggested communicating this within the spring survey email so that people will know the department is trying to address the issue. Jason said one possible solution is moving both SB and Bell teams to Greeley for practices in cases where there are combined teams. This was piloted with softball this season and it worked well. Jason is going to do the same thing with field hockey in the fall and possibly with football. Another positive to bringing both teams to Greeley could be for situation like baseball this year. SB has 27 players, which is too many. Rather than cut some, perhaps they could have combined with Bell and split into two teams. It was also suggested that Jason communicate the fact that there is a referee shortage. Heather proposed advertising this, as well as how to become a referee in case people may be interested. For modified sports, PE teachers can officiate and be paid for doing so. The section prefers that modified games be backloaded at the end of the season. Jeff suggested that Jason send a "state of the department" or other end of year message out to parents explaining what was accomplished this year, what challenges remain, future initiatives, etc. There

could be sections about facilities, programs and logistics. In some sports, Jason is bringing in outside people to help with issues specific to sports he doesn't know as well. Coaches are not all at the level they should be (given how many students have high level instruction at very young ages). Another point to be communicated is our policy about turf maintenance (i.e., that we don't shovel or plow it).

- **Informational Letter to Sixth & Seventh Grade Families** The letter will have both Boosters and Greeley Athletics logos and is scheduled to be sent by the district end May/early June.

ATHLETIC DEPARTMENT UPDATE *(Jason)*

- **Website** Jason's new secretary is doing training for the new website platform.
- **Scoreboard** The new scoreboard is up and was used for Relay for Life.
- **Display board** There are connectivity issues. Hoping we can get it up and running over the summer.
- **Wifi** There has been an upgrade at the competition field and in the gym because of the new scoreboards.
- **Lack of announcers** – Jason is trying to get announcers, but no one wants to do it. Students can do this; however, they tend to do it for boys sports and not girls sports which presents a Title IX issue. Jason is researching paid announcers. It was suggested that this function could be part of a Greeley club and/or tied to an elective class about sports production.
- **Homecoming** will be on Friday, 10/4. Spirit week will be 10/2, 10/3 and 10/4.
- **District Calendar** Christine would like all the buildings on the same page regarding the calendar. Next year, the freshman activities/athletic orientation will be the same day as the fifth-grade orientation at the middle schools (6/24), two days prior to the eighth grade moving up events.

SENIOR ATHLETE DINNER UPDATE *(Lori)*

We presently have a head count of approximately 200, however, most of the faculty and administration haven't responded yet. Jason sent information to coaches yesterday. Linda is going to communicate a reply deadline. We need to book the venue for next year on the night of this year's dinner. As of now, the date will be Monday, June 8, 2020.

FINANCIALS *(Cindy)*

Cindy distributed financial reports via email prior to the meeting.

SMALL GROUP STRATEGIC PLANNING MEETINGS UPDATE *(Jennifer)*

Jennifer would like to clarify what our priorities are for next year in small groups over the next few weeks.

MARKETING & MESSAGING DISCUSSION *(Laura)*

We need to continue to build awareness and determine whether our messaging is correct. We need input from the district about where they are headed with athletics over the next couple of

years and we need a way to express all that we do in a “soundbite.” What do people think about putting more money towards reaching out to a broader base (e.g., via a mailing) beyond just the high school? We are interested in reaching out for purposes of awareness – at the elementary schools, this could be along the lines of “follow your town’s teams... here’s the social media, here’s where you can get game schedules” and maybe a magnet with this information. There would be different approaches for middle schools and for the high school.

ADJOURNMENT

The final meeting of the year has been moved to Wednesday, June 19 in the evening.

The meeting adjourned at 10am.