



Greeley Sports Boosters

Horace Greeley High School
Chappaqua, New York

Minutes

November 13, 2019, 8:45am

Ed Center Basement Conference Room

ATTENDANCE

Board Members

Jennifer Bergin - yes

Laura Brail - yes

Bonnie Berg - no

Jeff Dorst - no

Ron Frasch - no

Amanda Goodstadt - yes

Cindy Greenstein - yes

Samantha Potack - yes

Stacey Reynolds - yes

CCSD

Jason Semo, Athletic Director – yes

Brad Gitlin, Assistant Athletic Director - yes

Jane Shepardson, Board of Education Representative - yes

Committee Chairs, Team Liaisons, Members & Guests

Mike Hutchings, Heather Laforteza, Lori Townsend, Karen Yarasavage

WELCOME

- The October 2019 minutes were approved.

ATHLETIC DEPARTMENT UPDATE (*Jason*)

- **Assistant Athletic Director: Introduction & Overview of Responsibilities** Jason introduced Brad, who started his position three weeks ago. He's already had a tremendous impact. Brad is excited to work with the Greeley physical education department and the Boosters and appreciates the warm welcome he has received.
- **Athletic Department Strategic Coherence Plan Update** We had a really good meeting and are ready for a thought-exchange with the community. This will happen in a manner similar to how it happened for the district's overall strategic plan. A survey will go out to

students (grades 7-12) and community members. Jane will look into whether the Boosters can link to the survey in our weekly blasts.

- **Greeley Press Box Podcast** Jason encouraged everyone to listen to the Greeley Press Box podcasts. Students are announcing our games and they have a ton of energy. This is a growing program. They just did a fall summary.
- **Fall Recap** Fall was a great season. One of our goals expressed to coaches and athletes at the beginning of the season was respect for the game and how we commit to the game individually as athletes. Jason felt that our fall athletes handled themselves with class and exemplified the values he had shared at the pre-season meeting. He specifically mentioned the boys' soccer team and how they handled their recent playoff loss. Jason just spoke to the winter coaches about the same topic.
- **Playoffs** Jason is very excited for the field hockey team. Swimming and cross country also have individual athletes representing us at states. Lori asked what more we can do to celebrate those athletes who go to states. Jason said that Saturday, after the field hockey game, the girls will go to Niagara Falls. Laura and Jen will look into some sort of send-off gift; however, they are somewhat constrained by the quick turnaround time since the send-off is at 6am on Friday. If the girls win the state championship, Cindy said she can get Rob Greenstein to do a procession in town on Sunday night when they return. Lori emphasized that we shouldn't be concerned with "stuff," as much as with getting students to recognize one another's accomplishments. Jason suggested a parade of champions the week after the championship. He proposed taking the team on a bus to all the elementary and middle schools so that younger students (dressed in blue and orange) can demonstrate their pride. Individual student athletes competing at states will also be part of this. Boosters will promote this event afterwards by posting photos, etc. received from Athletics.
- **Department Messaging** Lori asked how Jason's positive messages for athletes can be supported. He suggested that the best way to do this is through student-driven methods. Perhaps utilize the scoreboard to post positive messages during game breaks. Greeley Press Box wants to help with this. During time-outs, they can tape clips reminding students to be good sports, stay focused, etc. Karen said that parents should also hear these messages. She asked Jason about repercussions if a student doesn't behave. He mentioned that last year, only one student was ejected from a game. An ejection results in a suspension from the section, but Greeley adds an additional suspension. The student ejected last year is now working with Jason on an athlete code of conduct.
- **SportsYou** Samantha noted that there is still an information gap for new parents in terms of knowing to get SportsYou codes so they will be informed about tryouts. Jason can add a link in registration receipts highlighting this.
- **Logo: Progress Update, Next Steps & Timeline** The committee is moving forward. A group of students meets with him every day 6. He's hopeful that soon there will be two options to send to the entire student body. They will vote and then the BOE will be asked to approve the final design. The students all agreed that they do not like the old "G" logo.

- **Winter Program Parents Meeting** The meeting is scheduled for Monday, November 18, at 6pm in the main gym. This has been posted in SportsYou. Boosters may have a table. This is for sports at all levels, including modified. Jason's talk will focus on commitment and respect for the game. Some teams will meet afterwards, however others have already met. It was suggested that Greeley Press Box introduce Jason at the meeting.

BOOSTERS GOALS FOR 2019-20 – PROGRESS UPDATE

- **Team Services Communication (toward Goal #3)** Laura sent Jason a list of Boosters team services to give to all his coaches. She met with Amanda and discussed putting together a seasonal communication schedule to best communicate what Boosters does for teams. Responsibility for getting information out falls to Boosters, the Athletic department and individual coaches. Jane said we need to keep reminding people to go to our website. The Boosters secretary position will be in charge of overseeing the seasonal communication schedule and sending reminders to the Athletic department.
- **Nominating & Recruitment (toward Goal #2)** (*Amanda*) Amanda is working with Laura and Jennifer to try and develop a nominating and recruiting process. They are open to feedback from everyone. We will try something this year and refine as appropriate going forward. Succession planning is key to our continued success and we need to constantly recruit new volunteers given turnover/students graduating. In the past, nominating and recruiting fell to one individual, which isn't fair or best for the organization. This is a team effort and everyone actively involved with Boosters must help. We are all the nominating committee. As many people were missing from this meeting, Amanda will send an email with details (attached) about everyone's responsibilities.

STATUS UPDATES

- **Financials** (*Cindy*) Cindy sent financials by email prior to the meeting. Kim Rosendorf is our new auditor. Laura shared some statistics comparing last year at this time to this year. Last year's PTA paper mailing generated \$4000 in revenue. This year's paper mailing generated \$150. We do not need to spend money on a paper mailing since most people do everything electronically. We will add a QR code to anything we handout or send via the PTA mailing. Last year at this time, through Paypal/Family ID, we had \$13,100 in revenue; this year, through rSchool Today, we have \$14,200. Last year, via the website, generated \$5700 and this year, we have generated \$5400. In total, we are down about \$3000 (14%).
- **Membership Data/Stats from Winter Registration & YTD Totals** (*Samantha*) Winter has been slower than fall. Since our last meeting, we are up 12 members (about \$3,000). Some lifetime members made additional donations. Lori suggested giving people seat cushions at the winter parents meeting if they join the Boosters while they are there. In total, we have approximately 264 members.

- **Youth & Modified Sports** (*Stacey*) Stacey is working on updating the pamphlet for the incoming ninth grade parent orientation in January. She will ask Jeff to help her with a QR code.
- **Marketing** (*Laura*) – Ron met with Jason and Brad.
- **Team Services**
 - **Team Poster Sponsorship** (*Karen*) There are nine varsity teams for the winter. Karen said the posters aren't being distributed and thinks we are spending a lot of money on mementos. Laura asked whether we should require proof of distribution in order for a team to be reimbursed. People agreed that the students like the posters and they generate spirit. Lori suggested hanging a set each of the elementary and middle schools (space permitting). Laura mentioned that even those teams not seeking reimbursement ask for our logo and include it on their posters. Jennifer proposed the Boosters publicizing the posters (e.g., posting photos on FB) if our logo is included, regardless of how the poster was funded.
 - **Team Title Banners** (*Karen*) Karen is waiting on additional information. Laura noted that Jennifer Troop is a good source of information and very responsive.
 - **Team Web-Stores** (*Laura*) Checks are in from the fall. Almost all winter teams are set up. Laura adjusted the information that goes out to teams to clarify the Boosters role and explain that in order to optimize the program/revenue, the team itself needs to do some work.
 - **Senior Athlete Dinner** (*Laura*) A parent of a senior athlete from every team has volunteered to deal with photos, etc.

GENERAL COMMENTS, QUESTIONS & NEW BUSINESS

Laura said Jason mentioned that all the banners are up in the gym! The flag is up as well. The only remaining item is to update league title dates. Everything looks great. Lori asked that we no longer show a digital flag on the scoreboard so everyone will look in the same direction during the National Anthem.

Laura also mentioned that Don Reynolds is 96 years old. She sent him a note to thank him for sharing his memories of his time at Greeley. He was very appreciative. If anyone else would like to reach out to him, he would love it. His email address is saldonreyn@aol.com.

ADJOURNMENT

The meeting adjourned at 9:56am.