



Greeley Sports Boosters

Horace Greeley High School

Chappaqua, New York

Minutes

January 14, 2020, 8:45am

Ed Center Basement Conference Room

ATTENDANCE

Board Members

Jennifer Bergin - yes

Laura Brail - yes

Bonnie Berg - yes

Jeff Dorst - yes

Ron Frasch - yes

Amanda Goodstadt - yes

Cindy Greenstein - yes

Samantha Potack - yes

Stacey Reynolds - yes

CCSD

Jason Semo, Athletic Director - yes

Brad Gitlin, Assistant Athletic Director - no

Jane Shepardson, Board of Education Representative - yes

Committee Chairs, Team Liaisons, Members & Guests

Elyse Falk, Susan Flanagan, Lori Venturino Salore, Karen Yarasavage

WELCOME

- The December 2019 minutes were approved.

BOOSTERS PROJECTS FOR 2019-2020

- **Post Season Awards at BOE Meeting** (*Jennifer/Laura*) Lisa Murakami worked on a recognition program for athletes who won state championships. Four swimmers were recognized at the BOE meeting, and Boosters presented them with gifts. Jason liked this better than doing send-offs when it has been historically difficult to get all the involved parties together. This was easier to coordinate. Jane thought it was great. It's rare that teams go to states, but not rare for individual athletes to go. Laura indicated that Boosters needs to be certain that we continue recognizing anyone who is a state champion. Unfortunately, not all state championships are the same weekend, so it would

be difficult to coordinate a pep rally for everyone. Jennifer said we are trying to establish a standardized process around what is recognized when it's known, and what we give as a gift so we can be sure there is parity for all athletes across all sports. Some teams do things for their students who are going off to states, but this is done at the team (and not Boosters) level; for example, the field hockey send-off this year was coordinated by field hockey parents.

- **Nominating & Recruitment** (*Amanda/Jennifer*) Please continue to think of people who may want to get involved with Boosters. So far, we have identified a new treasurer to take over for Cindy after next year.
- **Coaches Survey** (*Jennifer/Laura*) We surveyed coaches about Boosters and received 28 responses. There are 91 coaching positions; however, some individuals coach multiple sports. In general, the feedback was that there's pretty good awareness of what Boosters do, however, coaches don't urge parents to join. Survey results were relatively positive. Coaches like the work liaisons do for promoting their teams on social media. One area we might be able to clarify is that coaches don't necessarily understand that Boosters are a step removed from day-to-day team operations. Laura asked meeting participants if a coach or parent liaison on any of the teams they are part of has suggested team parents join Boosters. Across the board, the answer was no.
- This was in contrast to the coach survey responses where most noted that they do encourage parents to join Boosters. We need to recognize that this is the landscape to manage our expectations. Samantha noted that parents often don't want to join until they know that their children have made teams; there should be a reminder to enter sent out **after** rosters are set. Jason's office will do this. Perhaps this reminder could be included in a "welcome" letter from the coach or athletic department. Susan suggested including "before" and "after" photos of the department/facilities to show all the upgrades the Boosters have supported. A video on the scoreboards could also help with this. Jennifer said that many coaches were excited about the idea of a training and development fund.
- **EZ Sports Update** (*Laura*) Over the years, we have purchased and sold Boosters merchandise through Pete Zimmerman, however, business has declined. Pete reached out to us and said it's not possible to maintain an online store, so he has closed it. We have minimal merchandise left. That said, if anyone from a team is looking for ties or varsity jackets, they can still contact Pete for assistance. Karen asked whether the Athletic Department has considered supplying varsity letters and whether Boosters would consider funding this. Laura said team distribution of letters was discontinued once they started providing framed varsity letters and pins at the Senior Athlete Dinner. Jason prefers the framed letters because students seemed to discard the loose letters; however, if a student purchases a varsity jacket his office will provide a letter for it.

STATUS UPDATES

- **Financials (Cindy)** Cindy sent financials by email prior to the meeting. Missy Cohen will take over as Treasurer and start learning about the position this winter. Next week, Cindy will meet with Kim Rosendorf regarding the audit.
- **Membership Data/Stats from Winter Registration & YTD Totals (Samantha)** Not much came in this month; however, two new rosters were posted. Boosters participation for JV girls' basketball is 23% and for JV boys' basketball, it is 46%. Stacey asked whether we can advertise on the scoreboard during basketball games. Perhaps a student could work on creating something. Jane suggested speaking to Mr. Keyser from the art department. It's possible to include a QR code.
- **Fundraising (Bonnie)** We sold \$20 of merchandise at one of the home basketball games.
- **Technology (Jeff)** Jeff discussed Local Live, a live-streaming service offered through I believe this is LoHud's service. Jane shared that it costs \$6,800 per year per venue. There is also a mobile version that can be moved between fields (\$7,800) that may be worth researching. There were questions about whether schools use it for game film or recruiting in addition to allowing people to watch the games remotely. Jane said the service includes unlimited events (even non-athletic events) and the school controls who can see the feed; however, she isn't sure . who owns/controls the content. Jason said the school currently pays \$12,000 for Huddle, covering all teams at all levels. Jeff will get additional information about Local Live.
- **Youth & Modified Sports (Stacey)** Announcements about varsity home matches are now included in the middle school newsletters. NCYBA is blasting information about home games as well. Laura suggested sending every youth organization information about all home sports games in order to encourage people to understand that they are part of a larger overall athletic program. They may feel that this is too much information to continually email to their members, but we could try. Finally, high school orientation pamphlets will be ready by Friday. Stacey will bring them to Sylvania. The orientation is Tuesday night.
- **Marketing (Ron)** No update.
- **Team Services (Karen)** Five or six teams took advantage of the poster program. Team title banners are down, and the facilities crew will put them back up in the spring.

ATHLETIC DEPARTMENT UPDATE (Jason)

- **Winter Program Update** Mario put the banners up in the gym.
- **Athletic Department Strategic Coherence Plan Update** The next meeting is Thursday. Had a really good conversation yesterday. There are three main areas of focus. On Thursday, they will discuss a few other areas that are important. There has been lots of good feedback.
- **Logo: Progress Update, Next Steps, and Timeline Meeting** on Thursday morning. Down to two versions.

- **Other Coaching** has been a big topic. Girls' lacrosse has a candidate moving forward to the next round of interviews. The candidate will work out with the team tomorrow afternoon. After that, Jason will talk to the players. At the varsity level, it really helps to have players work out with potential coaches. Coach Marino stepped down from coaching baseball for personal reasons. The position was posted on Thursday, and there is a great pool of candidates. The process should move quickly. He is starting interviews at the end of this week and has discussed having a workout with players next week. Jason sent a message to all levels of the sport to let them know what was going on. Other levels have coaches despite the fact that they weren't mentioned at the last BOE meeting.

GENERAL COMMENTS, QUESTIONS & NEW BUSINESS

Laura introduced Elyse Falk, who is interested in getting more involved.

ADJOURNMENT

The meeting adjourned at 9:50.