



Greeley Sports Boosters

Horace Greeley High School

Chappaqua, New York

Minutes
April 23, 2019, 7:30pm
Physical Education Classroom

ATTENDANCE

Board Members

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

CCSD

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

Committee Chairs, Team Liaisons, Members & Guests

Susan Flanagan, Ron Frasch, Ari Lindner, Samantha Potack, Stacey Reynolds, Lori Townsend

WELCOME

- The March 2019 minutes were approved.

THE FUTURE OF SPORTS BOOSTERS

- **Organizational Structure** Laura distributed copies of a written outline (attached) for future plans, based on conversations and observations during the past year.
 - Beginning next year, Boosters will shift to a more traditional role (as opposed to its role in recent years as a *de facto* athletic department).
 - Laura reviewed the organization’s New Structural Framework. Some issues still to be determined are as follows: Other than the EVP and President positions, should the other officers serve two-year terms? Should terms be renewable? The 2019-20 school year will be an off-year because the role of President will be akin to an interim (i.e., solely a one-year term). Going forward, rather than having at-

large board members, there will be a working board with membership, fundraising and modified & youth as the focus of the three non-officer positions.

- A working committee will need to review the bylaws during the summer to determine what situations require a vote by board members and what situations require a vote by membership.
- There will be a new Advisory Board comprised of various administrators, as well as people representing groups with which Boosters works closely.
- We will determine a way to stagger board members so that not everyone leaves at the same time.
- Right now, fifty percent of our board positions are filled for next year. Jeff, Cindy and Amanda will renew as CTO, Treasurer and Secretary, respectively. Jennifer Bergin will become our first EVP. Stacey Reynolds will be the Board Member focused on Modified & Youth Sports Programs.
- Next year's Advisory Board: Lisa Dunleavy and Tamara Brolin will be the Middle School Boosters Liaisons. Lori Townsend will be the PTA Liaison. Samantha Potack will handle Member Information Management. Laura, Jillian Pohly and Lori Venturino will oversee the Senior Athlete Banquet. Julia Burton will not continue and we need to find a replacement for her position.

- **Operational Adjustments**

- **Bylaws Adjustments** In order to implement our new Structural Framework, we will need adjustments to the bylaws and we will vote on these at the May meeting. Officer elections will take place at the June meeting. There will be a fall vote with respect to other issues that won't be resolved this spring. Jeff volunteered to help identify unclear areas in the current bylaws.
- **Finance & Administration Adjustments** We have always collected membership dues and used them for operating expenses. Anything leftover has been used for capital gifts. Capital campaigns are tied to specific initiatives. There are people who want to contribute money for specific items/initiatives, people who want to be part of the membership/Boosters community and people who want to do both. Moving forward, if we separate membership from fundraising and tie the latter to other specific projects (e.g., equipment, facility enhancements, athlete training and development), it will make it easier for people to understand where their money goes.
 - **Membership Level Board Vote** Laura proposed adding new gold (\$250) and platinum (\$500) membership levels and increasing the lifetime membership amount (\$750). We currently have approximately 300 members. Last year, we started including a membership option on Family ID when registering for sports. This is when we started seeing more middle school families become members. We have collected certain data about our members, however that data is limited because we have only used online registrations for the past two years. The new membership levels do not eliminate anything at the lower end. Ron asked whether we can accept gifts of stock. Jeff said we can, but if we do so, we will be

required to open a brokerage account. Jeff, Ron and Karen all proposed that the lifetime membership level should be \$1,000, rather than \$750. Lori suggested that current lifetime members be grandfathered. A vote was taken to approve the addition of new membership levels at the gold (\$250) and platinum (\$500) levels and to change lifetime membership to \$1000, with current lifetime members grandfathered. All changes will become effective on July 1, 2019. The board voted unanimously to make these changes.

- **Membership Benefits** There was discussion about whether members should receive something (e.g., car magnet). Distribution is an issue. It was suggested that car magnets would be good marketing and publicity, leading to some other suggestions: Can we try to include major Boosters accomplishments in Christine's newsletter so that younger families will see that we exist? Can we demonstrate something such as the new timing system at a modified game? Could there be a "thank you" banner on the timing system table (e.g., Thanks to our generous donor and to the Greeley Sports Boosters)? Boosters now has access to the district mailing list. Laura wants to keep track of ideas of this nature so that whoever steps into the marketing role will have them.
- **Website & Athletics Communication Adjustments** Jason is working to update and transform the Athletic Department website. It will now have team pages. These will be removed from our website. Our site will have team resources (including forms), quick links to SportsYou, schedules, etc., as well as information about Boosters. It will also provide a forum for students who would like to write articles. We can use the town sign; we just need to determine who (Boosters vs. someone in the Athletic Department) is communicating with David Hayes about content.
- **Athletics Events Adjustments** Who will take the lead on various events? Homecoming will be overseen by the Athletic Department, Student Life and Greeley Principals. Boosters can help organize an aspect of the festivities, have tables set up to sell merchandise and fundraise; we can promote Homecoming and help out financially, but the lead organizer isn't going to be us. In terms of other spirit initiatives, we will support student-led initiatives. Jason remarked that last year's season kick-off event showed the students that these sorts of spirit activities can be successful at Greeley. The winter pep rally was great and tomorrow there will be another pep rally for spring sports. The Casey Taub group is doing a soccer event. Different school groups are trying to generate excitement and come up with new ideas. We want to make sure students know they can reach out to Boosters and if we can help we will do so. There will be a signing day on May 8 that includes all students, regardless of division. Jason already has confirmations back from coaches and will send invitations to parents by the end of the week. It will take place in the main gym. Jeff has the list on the

Boosters website. Right now, there are 12 students. Laura suggested having David Hayes put this information on the town sign.

- **Areas of Activity and Responsibility** Laura highlighted several of the changes and open issues. At the start of each season, the Secretary will communicate with teams about services and resources Boosters provides teams to help them manage some of their activities. This will help make the Boosters role more tangible to athletes' families. We need to find someone to do the weekly blasts. In summary, there have been a lot of "new" things for the Boosters and Greeley athletics over the past two years. Now, let's focus on creating a solid organizational infrastructure; broadening and deepening the Boosters community (more people who are better informed), fully engaging our members (more people involved in athletics); building awareness of Boosters and how we make a difference; and fundraising so we can continue to do so and at a higher level.

NEXT STEPS

- **Timeline** Laura distributed a timeline for the remainder of this year (attached) and discussed the various items.
- **Working Committees** We will need to establish committees to discuss bylaws changes and create a process for awarding team training grants that works with the Athletics Department and our cash flow.
- **Filling Open Positions** Laura asked everyone to come up with a few names of people who might want to become involved with Boosters.

UPDATES

- **Athletic Department** (*Jason*)
 - **Unified Sports Program** Tomorrow marks the start of the first Section 1 Unified Sports program, a joint effort between the NYS Public High School Athletic Association and the Special Olympics. The program allows students with and without special needs to compete on the same team (in our case, basketball). Joe Kearns is the head coach. Laura reached out to Joe about writing up their games for the weekly blasts. Joe has found volunteer student announcers for all the games and students are very excited.
 - **Outdoor Video Display** The display board is ready for installation, but we need the ground to dry out before the work can be accomplished.
 - **Turf** Jason met with the engineer today to discuss the split in the turf. Everything has been repaired. Jason is concerned about the cause and whether it could happen again. The company is doing research.
 - **Hallway Display** Jason is working with the tech department to figure out why the display does not work consistently.
 - **AD Office** Jason is now splitting time between offices in the Ed Center and at Greeley. This provides an opportunity to work more closely on the academic component of his position. Approved at the April 10th BOE meeting: Jennifer Troup, Office Assistant – Automated Systems, Athletics Department, 35

hours/week, effective April 28, 2019. She will be located in the Ed Center. Her first project will be the new website. Sports registration will move from Family ID to Our School Today. Facilities management will move from School Dude, but will take two years because there are so many people in the district who will require training.

- **Spring Challenges** Spring is most challenging sports season for the fields. Because of the weather, the department must be very deliberate in how they address opening everything. Jason stressed the importance of people understanding that the grounds staff takes a lot of pride in their work. When things open all at once, there's a lot to do. Everything cannot be accomplished instantly and at the same time. There is a strategic plan. Jason asked that we encourage people to let Jason know when something isn't working or let him know ourselves and we can then relay information on his behalf. Laura suggested that Jason encourage coaches to get the word out in order to reach more people (e.g., sending before/after photos of the baseball field today to show how much work went into getting it ready).

- **Senior Athlete Dinner** We continue to receive registrations. We are using Eventbrite this year and thus far, it has been a good platform.
- **Financials** Cindy distributed financials via email.

ADJOURNMENT

The meeting adjourned at 8:58pm.