



Greeley Sports Boosters

Horace Greeley High School

Chappaqua, New York

Minutes

September 25, 2018, 8:45 am

Ed Center Conference Room B

ATTENDANCE

Board Members

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

CCSD

Jason Semo, Athletic Director
Jane Shepardson, Board of Education Representative
Matthew Friedler, Greeley Student Life Coordinator

Committee Chairs, Team Liaisons, Members & Guests

Lori Townsend, Julia Burton, Marla Shar, Lori Venturino Salore, Samantha Potack, Stacey Reynolds, Lisa Murakami, Evonne Dunne, Susan Flanagan, Lisa Kitterman-Cohen, Marla Shar

Leslie Kuhn, Victoria Goodman, Lea Barth, New Castle United for Youth

WELCOME

- Laura Brail introduced Leslie Kuhn, Victoria Goodman and Lea Barth from New Castle United for Youth (NCUFY). NCUFY is interested in potentially partnering with the Boosters as athletics is a positive activity for kids. Perhaps they can provide content or get involved with the Student Boosters club. Their recent exhibit (giant lungs) at Homecoming was successful.
- The June 2018 minutes were approved.

- Renovations in the athletics wing are underway. There is a larger room for trainers where Jason Semo's office used to be. The Board voted to approve a \$2,250 gift for two tables for the athletic trainers' new, enlarged office.

UPDATE

Laura updated everyone about progress on a number of different projects.

- **Budget** Laura previously distributed the 2018-19 budget, which includes the balance carried over from last year. The remaining turf fund money has been allocated towards purchasing soccer benches for the new field. This year's budget also includes a larger amount for the Senior Athletes Dinner.
- **Bell Field Construction** Laura attended a Facilities Committee meeting and learned that the field will not be playable this spring or summer because two seasons are needed for the grass to grow.
- **ChapLine** There have been discussions with the Town and Twin Oaks regarding connecting town and Greeley/Chappaqua Crossing with public pathways that will total approximately five miles round-trip. Town approached Boosters because they want a Twin Oaks grant to do a feasibility study and in order to be considered as a grantee they need a 501(c)(3) partner. The Boosters are interested because of the potential benefit to athletes, especially the cross-country team. The Boosters Board previously voted to approve acting as the Town's partner for purposes of applying for this grant. Should the grant be awarded, the only obligation for the Boosters is to give the money to the Town for purposes of the study.
- **Gifts** This year, there will be Swig tumblers as gifts for athletes going to state competitions and personalized tumblers for facilities staff members. Money for this is included in the budget.
- **Homecoming** There was a very successful turnout and great vibe. Many student groups were included (e.g., Theatre did face painting and the Madrigal choir performed the National Anthem). Lisa Kitterman-Cohen asked why the varsity soccer opponent was a no-show and Laura said that the opposing team couldn't afford a bus up to Greeley and didn't tell the school until the last minute. Matt Friedler said that although there is a protocol in place for these situations, coaches don't always follow it.
- **Membership** Laura and Lori Townsend indicated that the summer PTA mailing drove more people to the Boosters website this year. There are already approximately 250 members. The total membership at the end of last year was approximately 265, so more

people are joining earlier. Lori said most of the memberships that came in offline are off-season and that the fall sport with the highest team participation is cross country (37 memberships). People questioned whether team liaisons are sending out the message to sign up. This has been done in the past, but not last year or this year. Could be a good idea to revive. Hoping to get coaches to also inform team parents about Boosters. Boosters should emphasize what we do for the teams, including setting up their team stores.

Lori presented the concept of adding new membership levels, including a \$250 level to bridge the large gap between \$100 and \$500, as well as a new \$750 lifetime level (grandfathering all who previously became lifetime members) and a \$1,000 lifetime plus level. Evonne Dunne suggested putting something about company matching donations on the website, which Jeff Dorst said is easy to do. It was agreed that people will continue to discuss this topic and come up with the correct approach.

- **Merchandise** There is no merchandise chair right now, so Laura is filling in. We are looking to sell all our older items, so we can update what we offer.
- **NCUFY** As previously mentioned, they are looking for ways to potentially partner with us.
- **Speaker** James Hatch will speak to all fall athletes after school today about leadership, resiliency and teamwork.
- **Team Photo Day** The Athletics Department has been working with the Art Department (Louise Brady) on a number of items, including creating a new logo and photo day. Louise has been very helpful. Team photo day for fall sports is October 18. We are hopeful all teams will be in the yearbook with rosters.

YOUTH AND MODIFIED SPORTS OUTREACH

Laura summarized current efforts regarding youth and modified sports outreach.

- **Goals**
 - Inform families at a younger age about the CCSD Modified Sports Program (first define program)
 - Establish understanding in the community of the role that modified and youth sports play in the progression to high school athletics (pre-JV)
 - Enlarge the “Greeley” athletics community — better informed, more engaged, connected
 - Facilitate linking all levels of a sport to create sports “programs” as opposed to individual sports “teams”
 - Create a future pool of Boosters volunteers

- **Activities to Date (initiated 2017-2018 school year)**
 - Modified Sports News - section in each middle school's PTA weekly e-newsletter (middle school liaisons' role)
 - Sports Boosters table at middle school Open Houses (organized by middle school liaisons)
 - January Incoming 9th Grade Greeley Orientation — created Greeley Athletics & Greeley Sports Boosters information card distributed at the event
 - Modified Sports Survey to acquire understanding and views of current programs and to help shape programs for the future

- **New Initiatives**
 - Establish connection and ongoing communication with Youth Sports Organizations for information-sharing, cross-promotion of events, etc.
 - Create and distribute - via Youth Sports Organizations & the middle schools - comprehensive information about CCSD modified sports programs to 6th grade families in January/February (offerings, expectations, typical schedule, information meetings, sign-ups etc.)
 - Include introduction to Greeley Sports Boosters and all its media

- Together with the Athletic Department, create and host a Greeley Athletics Orientation for rising 9th graders — likely in late May/early June (tough time-frame, need to plan early; see Friends of Greeley Theater example)
- Possible partner opportunity with NCUFY - resources and promotion
- Help facilitate coach connections at all levels in each sport
- Help facilitate youth/modified sports involvement in high school events (e.g., Lacrosse Day - youth through varsity event; senior night, have youth sports take the field at halftime, promote big Greeley games to youth and modified families so they can attend, etc. — can be as simple as suggesting to youth sports orgs. and giving them a contact).

- **Committee Members to Date**
 - Lisa Dunleavy, Bell Boosters Liaison and New Castle Baseball & Softball Association Liaison
 - Amanda Goodstadt, Seven Bridges Boosters Liaison
 - Samantha Potack, Seven Bridges Boosters Liaison
 - Stacey Reynolds, Chappaqua Youth Soccer Club Liaison
 - Stu Tainsky, Greeley Youth Lacrosse Association Liaison
 - Pat Arbitrio, New Castle Titans/Football
 - Jeanine Rogan, New Castle Titans/Cheerleading
 - Ken Silverman, New Castle Field Hockey Association
 - Rob Catarella, AYSO
 - Gary Abrams, New Castle Youth Basketball Association
 - Doug Scott, New Castle Recreation & Parks Supervisor

- Hockey, TBD

Marla Shar asked why CYSC isn't providing ball girls for girls' varsity soccer games. Jen Bergin said that it is the girls' varsity soccer coach's responsibility to request ball girls. Laura suggested that we invite all the youth sports liaisons to the October Boosters meeting and perhaps we can create a Google document to gather suggestions for topics that should be included in a comprehensive informational piece for sixth graders.

Jen discussed the results of the June 2018 survey that was sent to parents of modified athletes seeking feedback about the program. There were more than 80 responses and much helpful and constructive feedback was received. There are lots of different ideas about the purpose of the modified program, ranging from the view that it's simply free babysitting, all the way to the belief that it should be a competitive program setting athletes on the path to playing varsity sports at Greeley. We need to align expectations for kids, parents and coaches and then we need to communicate these expectations, as well as the level of commitment that is required. Communication with both students and parents is an enormous issue at this age. We also need to explore issues with bussing students from one school to the other when there are combined teams.

STUDENT SPORTS BOOSTERS CLUB

Laura introduced Matt Friedler, Greeley's new Student Life Coordinator. Matt is working with Matty Wasserman and Mason Greenstein on the Student Sports Boosters Club, which will focus on sports journalism and photography. The club is well organized and has ambitious goals. Alison Mitchell is the faculty advisor and the club has been discussed with Lyn Stewart. The student Activity Fair is next Tuesday and there is lots of student interest already.

Matt said he can send an email via Canvas seeking more student photographers. Jeff said we can put together some photography guidelines. Evonne suggested using SportsYou as a repository for all photos so anyone, including parents, can access them.

Laura mentioned the availability of a Tom Whalen Scholarship for an athlete who also actively writes. Samantha Potack suggested having students from the new club work at the Boosters table at Open House. Lisa Kitterman-Cohen suggested getting kids from all the different sports teams involved in the new club so that all teams feel supported.

FINANCIALS

Cindy is now using QuickBooks online so the financials will look different. She noted that our income statement time period runs from July 1 through June 30, even though our balance sheet is dated as of yesterday.

TECHNOLOGY

Jeff reported that almost all fall schedules are on the website. Matty Wasserman is helping to get all the rosters posted. Many parents are helping with social media. Jeff is going to get the time-lapse camera and will hopefully be able to create a short video showing the development of the new turf field. August 19 will be the earliest possible start date for fall sports for the 2019-20 school year.

ATHLETIC DEPARTMENT UPDATE

Jason arrived a little before 10am to provide an update about a number of items. Before he began, Lisa Kitterman-Cohen brought up the fact that food can no longer be delivered to the Greeley campus and said it is a problem for athletes who are leaving for away games. The cafeteria has very limited offerings. Matt Friedler said food can be delivered, just not during school hours. Jane Shepardson will clarify the new security regulations and Matt will look into clarifying communications to students about this. Jason added that there is a major shortage of bus drivers, so the earliest departure time for away games is 3pm, allowing a little more time for food delivery.

Jason then updated the group as follows:

- James Hatch will speak to fall athletes this afternoon about leadership, teamwork, resilience and perseverance.
- Jason is meeting with Matty & Mason tomorrow at noon to start moving forward with the Student Boosters. He will invite Alison Mitchell.
- There has been much discussion this fall about the allocation of the turf fields. Jason is getting lots of calls about this. Four teams use the turf: boys and girls soccer, field hockey and football. A major concern for football is that the contest field is the only field with football lines on it and the team needs to prepare for games and play their games there. There have been complaints that JV teams don't get the fields often enough. Jason double checks with varsity coaches to see when the fields are available. He and Joe Gramando are also looking at ways to improve the grass fields. Jason is trying to get as many teams onto turf fields as possible and is trying to make things equitable. For consistency, the two turf fields have the same line colors, turf structure and specifications.
- Branding. Jason met with Louise Brady. They brought in Varsity Branding, an outside company to discuss doing a branding launch where they develop something unique and copyrightable. We have lots of inconsistent logos. We want to create one new logo that unifies all our teams. Varsity Brands has a \$10,000 branding program (including a tent, floor mats, etc.) that would provide what we need and it's available to us for only \$2,500 because Varsity Brands does other work for the district. Jane said the Board of Education is also working on a branding project and would want to see the logo to make sure there's consistency. Jason would like a small group to get things off the ground, then expand to a larger committee, narrow options and let the student body vote among three top choices. Purchase of benches or other large items that would have the

logo on them should be delayed until this is accomplished. Jason said the company agreed this can be accomplished in time for the opening of the new fitness center in early December. He asked the Boosters to provide funding. The Board voted to approve a \$2,500 gift. Anyone interested in working on this project should reach out to Jason.

- Team photos. On October 18, every fall team will have its photo taken. No individual photos, just teams. Separate dates will be announced for winter and spring teams. Each coach has a Google document with a template for its roster. Jason is looking to ensure consistency among teams and to have them look professional in photos.
- Timeline for renovation of fitness center is middle to end of November. CCSD technology people are talking to the scoreboard company about running fiber to fields. Jeff asked about streaming games on the Internet.
- Jane has been approached about a few things. People are thrilled with Jason and with all the Boosters activity. The direction we're going in is great. That said, there needs to be better coordination between the district's athletic department webpage and the Boosters website. There is confusion about where people should look for certain information. There is also inconsistent coach use of SportsYou. Why does it take so long to post rosters? What is the most efficient flow of information? Laura said the primary source of information should be the Athletic Department and their web page needs to be able to accommodate the sort of information they need to convey. Jason said use of SportsYou is an expectation for all coaches. If a coach isn't using it, let him know right away. It's the district's platform for communicating with all parents and students. Reporting scores to local newspapers is the responsibility of the home school's varsity coach. Scores should appear in the newspapers unless a game ends after 10pm.
- Heather Laforteza asked about how much control the Athletic Department has to schedule games under the lights. Jason said that our Section gives us our schedules and we have some flexibility. In September, he is not inclined to schedule lots of games at night because there's plenty of daylight. Jim Mahoney is Joe Gramando's assistant/lead grounds person and right now, he's the one who's able to turn the lights on. Ultimately, Jason would like to see each varsity teams have three or four games under the lights.
- Laura asked about the ability to match up youth and varsity sports events. Jason commented that there is a great turnout when we put boys and girls sports together. He anticipates doing this every season. Even pairing different sports (volleyball and football) increases excitement and attendance.
- Evonne raised the issue that preseason communication remains a work in progress. Before a student makes a team, he/she isn't on SportsYou and doesn't know about meetings and practices. This is especially problematic for freshmen. Jason says people need to let him know about these issues. Matt suggested Canvas messages can go out to announce meetings, etc., and it was agreed that the Athletic Department website should be used to communicate everything.

The meeting ended at 11:00 am.