

**STEINERT HIGH SCHOOL
FOOTBALL BOOSTER CLUB
Executive Board Meeting**

- Meeting date:** Thursday, February 7, 2008
- Meeting time:** The meeting was called to order at 7:35pm
- Presiding:** Joe Conklin (Joe Ferrara was traveling on Business)
- Members present:** Please see sign-in sheet (in addition, Interim Principal Mattis and the Athletic Director, Richard Giallella also attended the meeting)
- Secretary report:** There were no minutes from the January 3, 2008 meeting available for review or distribution.
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Joe Conklin, 1st Vice President, opened the meeting by handing out the agenda for the evening and introducing himself to the group. He mentioned that Joe Ferrara was traveling on business this week, but he would definitely be at the March meeting. He mentioned that the February meeting is normally cancelled since there is not much new business to discuss but the new officers did not find that out until last week! In any event, thanks to all of you for coming tonight.

Introduction of Executive Committee

Joe then introduced the rest of the new Executive Committee for the 2008/2009 season. Denise Koval who is serving her second term as the 2nd Vice President; Fred Ewell the new Treasurer; and Nancy Everett the new Secretary. The new officers are very excited about the upcoming year and they all look forward to working with everyone. Here is to a very successful year!

Adoption of Booster Club Principles

Joe briefly mentioned that he borrowed the Principles from his former employer Merrill Lynch, but he felt they were appropriate for our clubs mission. The principles are: Team Focus, Respect for the Individual, Responsible Citizenship, and Integrity.

Structure of monthly meetings

Joe then discussed the structure of the monthly meetings going forward. We would like to make this a more inclusive club so we gather input from many different people in the decision making process. The sub-committees will report to the entire Executive Committee. At the monthly meetings we would like each of the committee chairs to give a brief report. We will start assigning the committee chairs at the March and/or April

meeting. After the committee reports we will ask Coach Jordan (if in attendance) to give his report. We also asked Mr. Giallella (Athletic Director) and Mrs. Mattis (Interim Principal) if they would like to give a brief report. It was decided that Coach Jordan will check with them prior to each meeting to see if they would like to attend or send a brief note for him to read. We also discussed having a (or a few) player attend to give a brief report on what they are doing. For example, they could discuss the community service they are now involved in. If students attend we would move their report up to the beginning of the meeting so that they could leave early in the meeting so we do not interfere with their school work. At this time the president would also give general updates and discuss next steps and “to dos” for the next meeting.

Guest Speakers

We would also like to occasionally invite guest speakers to attend our meetings. We would give them about 15 minutes at the beginning of the meeting. A committee can be formed to discuss the options. Some ideas mentioned were inviting a coach and/or player from a nearby college to discuss being a student athlete in college. Mr. Giallella thought this was a great idea. Also, maybe someone to discuss community service options in the area (Martin House was mentioned).

TASK update

At this time, Coach Jordan updated everyone on the positive and rewarding experience the players are currently having when they go to TASK (Trenton Soup Kitchen) the first Tuesday of every month (from 3:00p.m. – 5:00p.m.). The students do a variety of tasks from preparing and serving the food to cleaning the floors. He is trying to reach out to different students each month. He needs 5 or 6 students each month. He asked the parents to stress to their child how important this is to them so that the students will also make it a priority. He also needs help transporting the students. It was also mentioned that maybe we should shift the day to the end of the month occasionally. In the beginning of the month the kitchen serves approximately 150 meals a day – at the end of the month it could be about 700! This a great experience for the players. Volunteering looks great on their college application but more importantly this builds character in the players.

Another opportunity was brought to the clubs attention. Big Brothers and Sisters could also use some help. This opportunity would benefit some students at Reynolds Middle School. The commitment would be once a week to help a student with homework. This would give both students an opportunity to bond.

It was decided that a committee should be formed to formalize and organize the opportunities. We want to be sure that if we commit to anything we stand by this commitment.

Alumni EC Position (2nd read)

Joe read the position description for the second time. The position can be voted on at the third meeting which will be next month (March 2008).

The "Alumni Officer" must have graduated from Steinert High School; shall oversee at least one standing committee, reporting in the absence of a chairman at both executive committee meetings and general membership meetings; shall be responsible for the establishment and maintenance of the Alumni contact information; shall be involved with the organization of Alumni events; shall provide guidance to students/clubs and also generate a booster club newsletter.

50th Anniversary

The alumni position will also work well with this being the 50th year for the East/West football game on Thanksgiving Day. Joe mentioned that we would like to do something special at this year's game. Steinert is very lucky to be hosting it. We will form a committee next month to start working on the festivities. Mr. Giallella mentioned that the school has also formed a committee and they are already hard at work. He mentioned a date in the Fall would be chosen to have a 50th Celebration. No date mentioned yet. He has already spoken to the Athletic Director at West to discuss ideas. They might try to bring back the team from 1958. He would look back in the yearbook to see if we could maybe design t-shirts that look like the original jerseys. Carl Polumbi mentioned talking to the President of West's Booster Club already about doing an alumni flag football game before the Thanksgiving Day game. We will keep discussing the activities throughout the year.

Coach Jordan Report

Players and coaches are all working hard in the off season. All paid coaches will attend clinics to improve their skills during the off season. Coach Jordan will attend 4 clinics before the end of March. He is very happy to report that he has about 35 or 40 players consistently lifting every Monday, Wednesday and Friday at the school. Also, there are about 8 to 10 players working with Joe DeMarco at DPD every week. Mat drills will begin again in mid-March. He hopes to have about 2 a month (through May). The goal is to improve the players speed and agility. The time of the drills still needs to be determined. He hopes the booster club will again be available to provide the refreshments.

Coach Jordan also mentioned a fundraiser he plans to do next year - Discount cards. The cost of the card is \$20 which is a great value. Many local vendors are included in the discount list (also website discounts). The logistics still need to be worked out, but he hopes to have each player sell a certain amount of cards (it will be mandatory in some way). It still needs to be determined what role the booster club will play in the fundraiser. We will discuss the fundraiser more at a later meeting.

He also mentioned that all junior parents should make an appointment to meet with him (the player will also attend) to discuss college options. Now is the time to let him know what your player has in mind for his college plans.

Treasurer Report

Fred Ewell handed out the report. The estimated balance after paying all outstanding bills is \$13,120.45. This is a good number, but Fred wanted to mention that we should not

spend all the money this year. We need to put some money away for long-term expenditures. We will need to discuss what goes on that list. In the meantime, we have some expense items already on the list – practice field irrigation/seeding and concession stand upgrades (fix roof and faucet) and maybe expanding the stand some. Coach Jordan also has a few items he would like to add to the list.

At this time, Mr. Giallella brought to the attention of the booster club that the current scoreboard is the original and it is really on its last leg. He had hoped that the referendum would pass and the current field would have been upgraded. Since that did not happen he was hoping that we could work together with him and the school administration to replace the scoreboard with a new state-of-the art model. The cost could be about \$8,000 to \$10,000. He is not sure at this point what funds are available. He also mentioned that this does not have to be done this year but with the 50th Anniversary celebration/game it would be the perfect time to do it. It would be wonderful if an alumni or generous person would like to donate some money towards the scoreboard. This would help defray the cost.

Mrs. Mattis and Mr. Giallella were asked if we could also explore the option of enticing some corporate sponsors to donate. Of course, we would have to find out what the corporate sponsors want in return – advertising space? We were told that the central office approves the advertising around the school – the administration has nothing to do with it. Mrs. Mattis said she would explore this option with the central office.

Just a note – it was also mentioned that we host some regional track and field events every year and it would be great if the scoreboard could have some features to accommodate this sport (maybe a running message across the top). No one was sure if that is possible but we will certainly explore the options.

The next steps are for the booster club to research scoreboards and bring a proposal to Mr. Giallella.

Fred mentioned that the former Treasurer, Kevin Luckie, will be at the next meeting to provide him with the 2007 income and expenses by category information for our review. This will help him firm up the budget for next year.

Denise Koval motioned to approve the treasurer's report as read and Doreen Norton seconded it. The Treasurer's Report will be filed for audit.

Fundraising Ideas (not final)

- 1. Calendar** –would include pictures of the players and important dates. Should we expand it to other sports? Corporate sponsors?
- 2. Membership Drive** – ongoing
- 3. Golf Outing** – new venue this year – Jasna Polana
- 4. Concession Stand** – ongoing

5. Clothing drive – ongoing

6. Coach Jordan's football camp – Coach Jordan would like to extend the camp to 5 full days (instead of 2 or 3 days). This is a great fundraiser since the only expense is the coaching staff. By doing this we could actual double what we make every year. Note – the camp should end again at the Pop Warner field for an evening activity so parents can attend

7. Program (replace ad book concept) – make this more of a “to read” book. Have stories/articles from coaches, athletic director and principal. Also, maybe some local athletes could include a story. It does not only have to be football we can also include other sports – their schedules and statistics. Also, instead of just parent ads we could have more corporate sponsors advertise.

Website update – We are looking to update the site and keep it updated through out the year so everyone will use it. Also, we would like to attract corporate sponsors by offering them advertising space on the site. Tesa Danaso spoke with Mark Szabo and he offered to continue to update for free as long as he can keep his business advertisement on the site. Tesa said there is a fee for the website and she generously offered to pay the expense of the website for this year. Mark asked if we could send all documents to be uploaded on the site to him as a word document. He can also save things as a .pdf file, if necessary.

Joe also had an idea about getting some students involved in the website design/update. It would be a great resume builder. Mrs. Mattis thought it was a great idea and she is going to explore the options. It might have to be on a club level because the departments/teachers already have their curriculum done for the year and they may not be able to add this type of project. She will get back to us.

Off Season Camp Info

This is not funded by the booster club. Joe mentioned a Rutgers overnight camp and also a TCNJ lineman clinic. All options are being investigated.

Senior Banquet

Should we move the banquet to early December so the Administration does not have conflicting events going on? If we decide to do that we would have to explore venues soon since that is right in the middle of the holiday season. We would also have to adjust the gifts needed for the event to be sure we have them done in time. A date needs to be discussed again next month.

Questions and Comments

Joe opened the floor for questions and comments. Mrs. Mattis took this opportunity to thank all of the parents for coming to the meeting. She enjoys seeing familiar faces but also meeting new people. This booster club does a tremendous service for the players and the administration and it is greatly appreciated. Our dedication and commitment is incredible. She knows that without us nothing would get done.

The meeting was adjourned at 8:45p.m.