

RHAM Sports Booster Meeting Minutes - June 26, 2017

Location: Something Simple Cafe, 7:30pm

Attendees:

Vinny Colonna, Steve Turco, Alexandra Smith

Guests: Beth Fitzgerald, Rob Poudrier, Deb Roache, Bruce Olmstead, Ethan Brysgel, Frank Milone, Jenn Boehler, Jackie Landry, Tom Landry, Dan Barry

Secretary's Report

- Group approved the June 5th minutes

Treasurer's report

- Currently the Booster account has \$13,000

Membership

- Total of 79 families for 2016-2017
- Goal is to increase membership to 250

New Business:

Welcome from Vinny

- Looking to make major improvements in several key areas of the RHAM Sports Boosters
- Specifically in Membership, to reach 250 families, and in Communications
- Will meet with new Superintendent and Principal Scott Leslie in July
- Will create a 5 year business plan in order to achieve goals and stay on plan with vision for the group
- Vinny will consult with Director of Parks and Recreation , Rich Calarco, regarding plans for field space and usage.

Treasurer

- Vinny suggested that Sports Boosters change their mail from the RHAM address to a PO Box for ease of use
- Also, Vinny proposed that he obtain a bank card to the SB account in order to have access to the account online and for small purchases. Mary C will have online access as well.
- SB Board to vote on items over \$300

Membership

- Looking for a volunteer to head this committee
- Need to have a major presence at football, basketball, volleyball games as well as the Middle and High School open houses

- Possibly change membership to a key fob system instead of using paper cards for game admission
- Vinny researching an online registration system and will share findings with the group. One option is Constant Contact which is \$400 per year.
- Goal is to utilize an online system where families can sign up, and information is captured that can then be used for ongoing emails and communications

Communications

- Looking for a volunteer to head this committee
- Overall communications need to be improved to the school community as well as to residents of Hebron, Marlborough and Andover
- Signage at the school entrance was discussed
- Social Media needs to be ongoing and could be overseen by a student
- Boosters needs to have a Twitter account. FB and Instagram already exist.
- Utilize emails school wide from the Principal to encourage membership
- Continue to submit ongoing announcements in the Rivereast
- Collect email addresses from families at Open Houses

Fundraising

Key fundraisers include:

- Wine tasting - 11/11/17
- Basketball 3 vs 3 tournament - late March
- And Boosters should actively support ongoing individual fundraising efforts by the middle and high school teams
- Golf tournament - instead of multiple teams hosting a golf tournament each year, maybe coordinate just one tournament for all teams.

Merchandise

- Alex Smith sold approximately \$400 of apparel at the 6th Grade Social on June 8
- Steve Turco will organize and manage the apparel for 2017-2018
- Do we continue to purchase and sell apparel? Does this make sense financially?
- Or should all RHAM apparel just be sold through the school store? Group to discuss.

Community Signs

- The group discussed the need for improved communications in town announcing home games, and other school-related events
- A double -sided LED events sign could be placed in front of RHAM at the Wall Street entrance
- Estimated cost is \$20-\$25,000.

Requests

- Unified Sports needs adjustable basketball hoops, player jerseys, and a banner
- Group to submit formal request

Special Events

- Night games under the lights to be held 10/6 and 10/7/17 for girls/boys soccer and football
- In 2016 the night game Coaches vs Cancer event raised \$4,000
- RHAM to pay for security
- Senior nights - make these a special occasion for each team
- Sports banquets - Gina Marie's is willing to donate dinner at a reasonable cost

RHAM Fields

- Existing grass field space for games and practices is insufficient for the amount of RHAM teams
- RHAM is researching alternatives and considering current land adjacent to the softball field as well as installing a turf field if funds are available from the state.

PA System

- Vinny suggested that Sports Boosters purchase a PA system that can be accessible school wide for any team.

Friends of RHAM Sports

- President Rob Poudrier explained the mission of the new PAC, Friends of RHAM Sports
- For the most recent RHAM budget vote, the PAC raised \$800 to encourage Hebron town residents to vote via robocalls
- The PAC can work with legislators regarding what's available for state grants, and can research what similar towns are receiving in terms of state funding

Important Dates

Next Meeting - August 9 or 10 2017

Middle School Open House - 9/21/17