

RHAM Youth Football and Cheerleading

Monthly Meeting Minutes

Date: Thursday April 13th, 2023

Time: 6 PM

Location: Olin Residence - 212 Flood Rd. Marlborough

Invitees: RYFC Officers & Managers

Lisa motions to start meeting, Lauren Seconds @ 6:14pm.

Agenda Items:

Officer Reports

President: Nate Olin

Sponsorships are set up via donor box
Showed org chart and who everyone's "buddy" is -talked about communication and all working together;

Action Items for Nate: *Get Steve access to Wufoo, make sure registration is confirmed, reach out to constant contact*

Vice President: Chuck Burkhardt

Have a lot to do to set up for football, is all in, looking forward to working with everyone to get ready

Treasurer: Christina Kostant

- Nothing to report

Secretary: Katelyn Gagliardi

- Nothing to report

Registration Secretary: Taryn Olin

- Currently 15 registered, all football players thus far, working with parent that needed help with registration

Director of Cheerleading Operations: Meredith Riley

Action Items for Katelyn, Steve, & Jim, *to please promote the cheer clinic*

Katelyn *please send pdf for Cheer*

Director of Football Operations: Matt Gagliardi

- Nothing to Report

Director of Guardian Relations: Lisa Paragone

Went over a player/coach conduct draft,
Came up with draft for team parent (game changer app, should utilize),
Lisa setting up game changer as a league and then will attach teams

Voted as a board that Game Changer will be used by all this season.

Josh makes motion, Derek Seconds, all unanimously voted yes.

Lisa going to make a flyer for what your sponsorship helps the league with

- **Event Manager Report on Maple Fest**

Was it worth it?

Do we want to move forward with Hebron Day

We had 11 total write their names down during MapleFest, if all 11 do sign up maybe worth it, but I think we could utilize and get to more families through sending more flyers out through schools, etc. We could utilize better in other ways, may do something different next year??

- Need weights without a doubt for that tent, safety hazard
- Hebron Day for next meeting, Hebron day is bigger, it is a one-day event, a more "kid" center event, closer to the season

Going to proceed with this Steve is owning this, with Karen, Matt, Meredith, Katelyn to help, Steve will bring plan for next meeting on 5/4

June 23rd, doing fireworks, John mentioned, bring up next meeting to discuss as possible recruitment

- **Assistant Coach Applications**

-Process for submitting applications is the same as the head coaches -Who is owning this?

Action Items:

Assistant Coach Applications:

Katelyn to send message out about assistant coaching applications

Jim already shared via Website

Matt and Meredith need to work with head coaches to make sure each team has decent amount of applications, **due date is 4/20**

Make sure all coaches have background checks and certification done by 5/31

Nate get Headsup situated and link sent out to coaches

*Suggestion for next year do coaching applications all at once

*Discuss changing recertification and background checks for next year with coaches

- **Website Updates**

Lisa and Jim *need to review the site for old/outdated information and collaborate on the best way to communicate upcoming events and important dates*

-Jim will be owning this

-What help is needed:

* List of Sponsor images, still updating

Action Items:

John *to send Lion's Club image as a sponsor*

Jim *has gone through all the pages, will take Glastonbury out, need to double check the attachments for NCFL leftovers*

If we see anything, please let Jim know, live calendar? No keep in Game Changer

Jim *will look into calendars to see what we can do, work with Lisa and see if better to stick with Game Change*

*Do we stop in July completely or condition? Table this for next meeting, what direction do we be as a league?

***Voted unanimously to take President's email off complaints, to keep with coaches. Josh motions, Derek seconds**

- **Football Equipment**

-Derek needs to make a list of what is needed to purchase this season -Who is owning getting the quotes for these needs? -Purchase decisions needs to be made by 4/19

*Derek suggests going with Zenith helmets, need a majority medium and larges for helmets. Currently have 89 helmets, 21 expired from 110. Need 30 helmets, 32 shoulder pads (larges, xl's?), Guardians, need desperately, Derek going to get firm quotes for check in meeting

Action Item:

Christina *sending email from the bank to Chuck and Nate regarding line of credit, need money for this equipment*

- **Marketing and Recruiting**

What is the overall plan? (Steve has great ideas) to get us to 115 football players and 60 cheerleaders? How are we tracking success?

-Steve is owning this - *Need a final plan by 4/21*

Schools are the biggest recruiting source, trying to create relationships with principals, flyers have been proven effective

Need to be easy to find, Steve has reached out to all local rec commissions to get these updates to be directed to us

May 25th, Steve going to have event to help recruit, Bolton taking the biggest focus, as there are no other draw towns, this event will help get names and parent buy in

Trying to get pictures of RHAM football published in school year books so kids can see

Action Item:

Nate going to change in registration, how did you hear about us?

Meredith and Steve to get together to discuss cheer recruiting, how can she help him?

Mission/Vision Statement - Everyone needs to think about

Meet the coaches, put on agenda to discuss next meeting

- **Apparel**

Where are we with this year's plan? Ideally, we want a permanent online store for families to order from in addition to gameday inventory

-Melissa is owning this - Need a final plan by 4/21

Going with Rainbow Graphics out of Manchester for apparel

Fill orders typically in two weeks, online store needs to be open a minimum of two weeks \$1500 dollar min, doesn't think this will be a problem

Action Item:

Melissa going to reach out to Todd and see what we did last year in regards to opening closing stores, cost?

- **Registration**

-How are we promoting it now that it's live? Our goal is to have 90% of our 175 participants registered by June 1st -Who is owning this?

-Need a final plan by 4/14 or earlier -What help is needed?

- **Action Item:**

Taryn going to talk to **Katelyn** get together a flyer and get emails out to schools and also any previous families from last year to register, then get to **Jim** to send out (Bolton, Coventry has 3, Columbia, RHAM middle, Hebron, Lebanon, Andover)

Matt needs to arrange a coaches meeting to address teams

Derek will check storage and get Steve signs

Jim going to put out two additional signs in Marlborough

John will reach out to Riveeast to see if we can post an advertisement for RHAM registration

Thursdays check in meeting come up with a date for coaches meet and greet to help promote registration

Think about mailers for next year? Something to think about, is River east more effective, get an advertisement

- **Sponsorships**

- We need to get in front of all businesses in our draw towns

- John is owning this** - *Need a final plan by 4/21*

- Nate and Chuck need to sit with John and review the sponsorship tiers to incorporate subscriptions**

- **April 16th Football Workout**

- *Not happening, no further discussion needed

- **Spring/Summer Football Workouts**

- After our 4/16 event we agreed to switch to outdoor workouts. We need to decide on a cadence (working around spring sports), secure the fields, and promote

- Action Item:**

- Matt needs to get together with coaches to come up with dates for this**

- **Spring/Summer Cheerleading Workouts**

- Action Item:**

- Meredith needs to get together with her coaches to discuss if they want to do any workouts after the 4/24 workout**

- **Snack Shack Open for Tri-County Flag Football**

- Working with Gene from flag to see if we are going to have registration booth on Sundays, yes we plan on this

- Saying no to Snack Shack, just too much at this time**

- Action Item:**

- Nate to reach out and talk to Gene about this**

- **Family/Guardian Communication Plan**

- What topics do we want to cover? How do we want to disseminate the information? What cadence, if any, makes any sense?

- Lisa is owning this** - *Final plan needs to be completed by 5/5*

- Action Item:**

- Lisa going to send out to the remainder of the board, and we will all vote on these on Thursdays check up meeting**

- **EMS for Home Games**

-Need to establish a relationship with Hebron EMS and get their buy in and pricing on this

Action Item:

Matt to talk to Andy, to send over and try to get this figured out

- **Recovery of deer stands and sideline camera from Amanda**

-Need to get these and figure out off season storage options

Action Items:

Chuck going to get these from Amanda

Derek going to talk to **Matt** about Cameras

Put on Agenda for next meeting to get a contact to get honor society contact with High school, establish relationship to get students to get in hours

Changing Subscriptions to Sponsorship, Sponsorships to Boosters

Derek motioned, Lisa seconded, **all voted unanimously**

For next meeting, to discuss to put on Agenda bylaws and take special teams

Taryn makes a motion to adjourn meeting, John seconds.

Meeting Adjourned @ 9:10 pm.

Next monthly meeting Thursday May 4th, 2023 @ 6 PM

Virtual Check In: Thursday April 20th @ 7 PM