

**Post Falls Junior Tackle & Cheer
Board Meeting Minutes**

Date/Time: May 14, 2013 - 7 pm
Location: PFHS – Library

In Attendance: Jason Hildreth, Greg Rouse, Kathy and Jeff Mamola, Sara and Greg Rodriguez, Mike Anderson, Michelle Holmes

Visitors: Cheer Coaches: Amanda Moon, Shannon Tilly, Amanda, Candice

The meeting was called to order by Jason Hildreth at 7:05 pm.

Minutes Recap: April 2013 Meeting Minutes

Updates on April Topics:

- Open Board Positions – Equipment and Field Maintenance positions still open.
- CDA's Summer League – We will be putting together 1 team for each grade level (6th, 7th, and 8th grades). There is no fee for our teams. CDA is using it as a fundraiser and requiring their players to pay a fee. They told us it was up to us if we wanted to do the same. It was decided to just let our teams play this year, see how it goes, and re-evaluate a fee next year. A notice will be added to the website with contact information for sign ups.
- Signs for Elementary and Middle Schools – Jason is almost done with the signs. He will get them posted at the 5 elementary and 2 middle schools.

Coaching Update:

- 4th Grade
 - Pop Warner has pulled out on the 4th grade games, unless we want to join their league. They still want to continue the inter-league games at the 8th grade level.
 - Greg has been in discussions with YMC/SYSA and they want to work with us on the 4th grade games. He will be meeting with them to iron out the details.
 - CDA has also contacted him about their Fitz league games too.
- Coaching
 - 4 applications have been received and 2 verbals
 - Coaches board will be Rouse, Anderson, Mamola, Sessions, and Hildreth
 - The plan is to interview coaches and have recommendations ready for the board at the next meeting.

Equipment Update:

- Of the 23 helmets sent in for reconditioning, 3 were scrapped. The reconditioning ended up not costing us anything as we had a \$1,300 credit.
- Estimates to replace the 19 scrapped helmets were:
 - Riddell - \$1,577 (\$83/ea)
 - Zenith - \$1,900 (\$100/ea)
 - Schutz - \$950 (\$50/ea) Note: these are all size small
 - Motion was made to purchase the Riddell's and utilize our remaining credit.
 - Motion was seconded
- June 8th (9am to Noon) – Equipment Organization/Cleaning Day – Greg to send note to all head coaches asking them to attend.
- Jason to get a cost estimate for replacing the down marker set for the middle school.

Cheer Update:

- News: 5 cheerleaders made the PFHS Cheer team as 9th graders.
- 5 coaches lined up for this season
- Goal is to have cheer support for at least 1 game for each football team.
- Request firm deadlines for registration, this will help eliminate having to re-teach routines. Deadline has been set for September 1.
- Website is setup to generate rosters that will be provided to Michelle.
- PFJrT&C will coordinate the Cheer camp this year.
 - Michelle and Jason to meet with Carissa (PFHS Cheer) to discuss monetary arrangements.
 - Need a camp registration form setup on the website. Michelle to provide Sara with the information needed for the form.
- Michelle (and cheer coaches) will work on cleaning cheer uniforms.
- Cheer volunteered to head up organizing our involvement in the Post Falls Days parade. This will include cheer and football. See Fundraising/Marketing section for more information.
- Michelle and Sara to work on a producing an informational flier that can be handed out at Post Falls Days and marketing tables at local grocery stores.

Website Update:

- Website launched live May 4.
- We have received 1 information request and 1 football registration so far.
- Need SSL certificate to allow online payment and coaches application form. Sara to confirm \$85 cost is for 3 years. If so, Jason said to purchase.
- Future additions to the website
 - Online Payments
 - Game Schedules
 - Game Results submittal (including a mechanism to get information to the press)
 - Add “how did you hear about the league” to registration forms.
 - Add flashy advertisement to home page about 4th grade league.
 - Add information about 7 on 7 Passing League and contact information
 - 6th Grade – Mike Anderson
 - 7th Grade – Jeff Mamola
 - 8th Grade – Jason Hildreth
 - Add Conditioning to calendar
 - Starts Mon, May 20th and will be held Monday-Wednesday-Friday (6-7:30pm)
 - Locn: High School - Main football Field
 - Free, voluntary, and open to anyone
 - Focused on conditioning, speed, form, agility
- Need contact information reviewed to make sure it is current
 - Michelle to provide Sara with list of Cheer coaches and their contact information
- Update Cheer code and parent content with new information Michelle provided to Sara.
- Michelle is ready to get out and promote the program. She plans to have a table at Super 1 and Walmart (1 day each).
- Discussion on “sweat suit” or hoodie for the cheer teams when the weather gets cold. This is done at the team level. The League is not involved with this. League logo can be used. Check with Sports Cellar on pricing.

Financial Update:

- Only one transaction since last month (\$48 charge for website).
- All registration \$'s will be tracked by Lia, Jason, and Sara. Sara has taken on the team roster compilation to free Lia up to focus on all financial stuff

Fundraising/Marketing Update:

- Kathy checked in with Idaho Iron gym. They have an event coming up where they invited us to have a “vendor” booth. They are going to keep Kathy updated.
- Kathy to check in with businesses that currently have logos on the trailer (Integrity Auto, Fender Bender, ICON Credit Union, Great Floors)
- Kathy provided a registration form to Jason for signing up for the Post Falls Days parade (\$10) and vendor booth (\$90).
 - We will need to get volunteers to staff the booth. We are proposing 3 hour shifts
 - Fri, Jul 12 – 2pm to 8pm
 - Sat, Jul 13 – 11 am to 8 pm
 - Sun, Jul 14 – 11 am to 4 pm
 - We discussed having a booth or having our trailer setup. Consensus was that the trailer would be better marketing for the league. The booth/trailer would provide an opportunity to advertise the program to potential participants as well as potential sponsors.
- Sponsor Level discussion: what can we do for each level to interest potential sponsors?
 - Items discussed included, logo on website, banners at the fields, logo on league trailer, logo patch on jerseys (4th, 5th, 6th).
 - Motion was made and Seconded to update the sponsor form with the following.
 - First Down (\$100) – Logo on website
 - Field Goal (\$300) – First Down + Banner at fields
 - Touch Down (\$500) – Field Goal + Logo on league trailer
 - MVP (>\$1,000) – Touch Down + Logo patch on a team’s jerseys
- For next meeting, Sara will research banner costs
 - Need to get a large banner created for multi-purpose use (parade, marketing booths, etc)
 - Banners for sponsors

Volunteer Update:

- Request for volunteers in league flier.
- Form has also been setup on the website

Additional Items:

- None.

The meeting was closed at 8:30 pm.