

**STEINERT HIGH SCHOOL  
FOOTBALL BOOSTER CLUB**

**Meeting date:** Thursday, March 6, 2008

**Meeting time:** The meeting was called to order at 7:35pm

**Presiding:** Joe Ferrara, President of the Booster Club

**Members present:** Please see sign-in sheet

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Joe Ferrara, (JF), President of the Booster Club, opened the meeting by welcoming everyone and thanking them for taking the time to attend tonight's meeting.

**Re-introduction of new Executive Committee**

JF then re-introduced the rest of the new Executive Committee for the 2008/2009 season. Joe Conklin, (JC), 1<sup>st</sup> Vice President; Denise Koval who is serving her second term as the 2<sup>nd</sup> Vice President; Fred Ewell the new Treasurer; and Nancy Everett the new Secretary. JF also introduced Coach Jordan and thanked him for attending.

**Committees**

JF began by listing the committees:

Freshman Parent  
Sophomore Parent  
Junior Parent  
Senior Parent  
Concession  
Field  
Clothing  
Fundraising  
Membership  
Banquet  
Spirit/Pasta Parties

JF also mentioned two new committees for this year: 1. The Alumni committee which among other things will help coordinate the 50<sup>th</sup> Anniversary game. 2. The Long-Term Facilities Improvement committee which will look at longer term projects such as a permanent building down by the field. The building will be for the players during half-time and pre-game and also to house the equipment. Also, the building will include a more up-to-date and functional concession stand.

JF said he wants to begin the nominating process tonight. He encourages all committees to have co-chairs. The by-laws state that the chair has to be a member in good standing. The executive committee will review the list of members to make sure we have the most up-to-date version.

At the moment, the Clothing committee is the only committee with a chair. Cindy Donnell is already on board and working on that committee. All other committee chairs need to be designated.

JF started by asking if anyone would like to be the sophomore parent representative. At this time, Michele Christopher asked exactly what is involved in the positions. JF told her that the executive committee, which this person would join, meets the Monday before the monthly meetings. The meeting usually lasts about 2 hours. Of course, you then have to also attend the monthly meetings on the first Thursday of every month.

JC told Michele that he has been the parent representative for his son's class for the last several years. The main focus of the position is to keep the parents informed and involved. You help to get your class parents to the all hands on meeting (you also hand out the folders at that evening). You may have to help coordinate concession stand duty by calling your class parents asking them to volunteer. You also help the coaches when they need to get information out to the parents. JC said he did this by creating an email list. JC suggested having a co-parent for each class.

Michele suggested we put together a list of people who can help on an "as needed basis".

JF asked for a junior parent. No one came forward.

Doreen Norton offered to be one of the senior parents. Nancy Everett mentioned that her husband, Rich, would also like to help. Doreen and Rich will be the co-parents of the 2008-09 Senior Class.

Doreen also generously offered to be the chair of the Membership committee. Fred Ewell offered to be the co-chair of this committee. Carl Palombi told them this committee was very important and also a lot of work. Both stated they were up to the challenge.

JF listed a few more committees, but no one stepped forward to chair. JF said he had a few people to recommend – 1. Dave Warrick to chair the Field committee. JF has spoken to Dave and he would like to do it. 2. Terry McCarty to chair the Alumni committee. The executive committee will make sure that Dave and Terry are both members in good standing.

JC spoke to Mindy Curro she cannot make the Thursday night meetings due to her work schedule. Carl mentioned what a great job Mindy did last season when she opened the concession stand for the JV games. JF suggested Mindy co-chair that committee with Debbie Devenney. JC was going to talk to Mindy to see what she would be interested in

JF asked Lisa Goodarz to chair the Fundraising committee again. She said she would consider it but she definitely needed a co-chair (or even two!) The committee is a lot of work. Carl told the group what an incredible job Lisa and Angela Rubio did last year.

The other committees were not assigned. JF said we would continue this process at the next meeting. Hopefully, we would have more people in attendance. We will advertise the next meeting and the committee chair openings on the HTV channel. Coach Jordan offered to help us get the information on the channel.

JF took this opportunity to ask Coach Jordan what he expected the booster club to cover for the Friday night (or Thursday night depending on the game schedule) pasta parties and breakfasts prior to games. Coach Jordan would like 2 formal pasta parties held at the school. The first one will be held prior to the Homecoming game and the other will be held the evening before the Thanksgiving Day Game. He also wants breakfast provided for the players before every game. At this time, we requested the pasta dinners be more like a pep-rally. Last year, the two that were held seemed to be lacking enthusiasm. Coach Jordan agreed to get the band and cheerleaders involved. It is an opportunity to get the entire school behind the team.

We will also continue with the informal pasta parties. We will certainly have them as long as we have families or corporate sponsors willing to host them. Carl took this opportunity to remind us to get Chic-Fil-A involved again. They were a great partner last year. We can also find other restaurants willing to help.

### **Coach Jordan's Report**

Coach Jordan and three other coaches attended a coach's clinic in Atlantic City last week. He said it was a great program to attend. There were high school and college level coaches in attendance. They spent about 15 hours in meetings/lectures. The coaches will continue to attend clinics to improve their skills during the off season.

Coach Jordan said since winter sports are now over he decided to hold a meeting this week with all the returning players. He wanted to reinforce what the coaches expect from them during the off season. The off season is the time to work on conditioning, muscle endurance and speed and agility. He told the players what is happening in Steinert's weight room every week. He also mentioned the activities at Gold's Gym (Joe DeMarco and Jason Magrelli now work at Gold's Gym). He knows that the players are working out in different locations but he will bring them together once a month to max out. He will also have mat drills every month. The first mat drill is scheduled for March 15<sup>th</sup> from 9am – 10am. The session will only last one hour. In April, the players begin their speed and agility training. Anyone playing a spring sport is exempt.

Note: The booster club will provide refreshment (granola bars) and water for the mat drills.

Coach Jordan also discussed/reviewed the general idea of the new cut system for the upcoming season. This is something that the football program has not done previously. Coach Jordan said that he recognizes that the focus of last year's team was not always in the right place. He really wants to put the focus back on having the right attitude. He wants to make sure the players show respect for the individual and team on and off the field. He wants to be absolutely sure he picks players that will represent the school in the right fashion at all times. It is not just about playing the game. No one will make the team if they do not have the right attitude. He stated that he does not have a certain number of players that he has to cut. The cuts will probably happen after the 2<sup>nd</sup> scrimmage.

There are four areas that will be assessed:

1. Attitude
2. Preseason conditioning
3. Athleticism (size, strength and speed)
4. Skill

All the coaches will assess the players. The criterion depends on the position. They have not worked out a point system yet, but it will be fair to all players.

JC asked if the players will start with a clean slate at the beginning of training camp. Coach Jordan assured him that yes they would start with a clean slate. Nothing that happened last year will matter. Again, Coach Jordan stressed that he wants players with the right attitude. If the player tries hard and has the right attitude – they will be on the team.

JC also wanted to point out that the cuts this year could impact the booster club in two ways – money earned and the number of parents involved. We will just have to plan accordingly but it shouldn't be a problem.

At this time, Coach Jordan updated everyone on the positive and rewarding experience the players are getting from going to TASK (Trenton Area Soup Kitchen). We are scheduled to go the first Tuesday of every month from 3:00p.m. – 5:00p.m. Another group of about 7 players went this past Tuesday. Doreen Norton, Tesa Danaso and Nancy Everett transported the players to TASK. The students do a variety of tasks from preparing and serving the food to cleaning the floors and tables. JF asked the Coach again how the students are chosen to attend. Coach Jordan said he sees most of the students in the hall during the course of the day so he just asks them. He is trying to reach out to different students each month. JF suggested he also put up a sign-up sheet in his office. He agreed to do so.

Lastly, Coach Jordan mentioned that all junior parents should make an appointment to meet with him (the player will also attend) to discuss college options. He will advertise this on the website. The new senior parent representatives will also get an email out to everyone to let them know..

### **Alumni EC Position (3rd & final read)**

JC read the position description for a third time. The description is as follows:

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.

The club voted unanimously in favor of this position. Please note: we did not have quorum because we had less than fifteen people in attendance.

Sue Ferrara suggested we also advertise the alumni position on HTV. Denise Koval reminded everyone that Kathy Szabo started a database at the 2006 Thanksgiving Day game Steinert hosted. Unfortunately, the weather was miserable so the turnout for the game was not very good. We will get the file from Kathy.

### **Treasurer’s Report**

At last month’s meeting, Fred Ewell mentioned that the former Treasurer, Kevin Luckie, would attend this meeting to provide us with the 2007 income and expense by category information for our review. Unfortunately, the information was not available for this meeting, but Kevin will have the information available for review at the April meeting. Fred Ewell told everyone that at this time the estimated balance after paying all outstanding bills is \$11,700.

### **Secretary’s report**

Nancy told everyone that the minutes from the February 7<sup>th</sup> meeting were available for review. No comments or changes were made. Denise Koval motioned to approve the minutes and Doreen Norton seconded it. The minutes will be filed for Audit.

Nancy also mentioned that the minutes will always be available on the website for review prior to the monthly meetings. At this time, JC suggested all committee chairs should submit in writing their monthly report (if they have one). This way all of the committee reports can be approved and incorporated into the final minutes.

## **Expense Items**

### **1. Update for Practice field irrigation/seeding, game field improvements-projected expense \$5000**

Dave Warrick will supervise this process. He spoke with the water company and there is a \$500 connection fee. Of course, we will also have to pay the regular usage bills. JF will ask the administration to absorb the costs for the connection and monthly usage fee (all of the other field irrigation is paid for by the administration). The rest of the expense is just materials. The work will be done by us. We spoke to Coach Jordan about getting the players involved. We will also need the parent's assistance. Rich Everett was asked to help with electrical items. Dave Warrick will provide the booster club with a detailed bill for supplies. Note: we should also put some money aside for the upkeep of the game field (seeding and grading field). Dave Brown used to seed the field before every game and the expense was out of his pocket. If we do not use the money we can always reallocate it.

### **2. Concession stand upgrade-projected expense \$1000**

We need to make repairs to the concession stand. We also need to update the electrical box. Rich Everett will be asked to assist with this upgrade. We will also buy some tents to use at the home games. We can utilize the tents to sell additional items from the concession stand.

### **3. New Storage Container-projected expense \$1000**

Another container will be purchased just for the football equipment. We still need to decide on a location but under the bleachers was suggested.

### **4. Landro Video Editing Machine and Monitor projected expense \$4000**

Coach Jordan explained that they borrowed Don Taylor's machine last year and really found it valuable. Of course, Don is no longer coaching so we do not have the machine any longer. Coach Jordan would like us to purchase the machine prior to this year's season. The machine enables the coaching staff to view the games in many different ways (they can label each play). The coaches would not only use the machine to view our games and player – they would also view our opponent's games and players. This is great from a competitive standpoint. It will also enable the coaches to make the end of year highlight film (to be shown at the banquet). Coach Jordan is open to the brand we purchase. He did not research the different types. He knows other teams in the area that use the Landro brand. Fred Ewell is going to check with a friend who works for the NJ Devils.

### **5. Coaches \$7000**

Coach Jordan is still confirming the coaching staff for next year. There are a few vacancies to be filled.

At the last meeting, Mr. Giallella asked if the booster club would consider replacing the scoreboard. The cost would be about \$8,000 - \$10,000. After reviewing our needs for this year we decided the scoreboard was just too much for us to purchase. JF has already met with Mr. Giallella and Mrs. Mattis to let them know. JC said he recently watched a school board meeting where he heard the central office administration entertaining the

idea of soliciting corporate sponsors. If that is indeed the case, maybe they would allow us to do something similar for some of our larger projects (like a new scoreboard).

We should also take advantage of this being the 50<sup>th</sup> anniversary year to do additional fundraising. We can use the money for some of our larger projects. The new alumni person should try to approach some of our more successful alumni to see if they would be willing to give back to the school.

### **Fundraising Ideas (not final)**

**1. Night game off site** – JC called Mercer County Park and Trenton Catholic to see if we could use their facilities. The park does not have any fields to accommodate football games. He is waiting to hear back from Trenton Catholic. This could potentially be a good fundraiser. Friday night games usually draw bigger crowds. They are good for the community. Of course, all the details still need to be worked out. We will also need to approach the school administration and Board of Education for approvals. JF also mentioned approaching TCNJ to see if they would let us use their field.

**2. Membership Drive** – This is an ongoing process. JC is going to draft something for everyone to review which will list different options for the membership fees. We could have different level packages. Also, we could offer some buy out options for people who do not want to fundraise. Should we also consider raising the fee?

**3. Golf Outing** – We are considering a new venue this year – Jasna Polana. This could potentially to be a huge fundraiser.

Details are as follows:

What's included; range, green fees, cart, lunch, dinner, \$75 gift certificate in pro shop

Cost to us - \$250 per person or \$1,000 per foursome

We would charge about \$400 per golfer (we would create packages for corporate sponsors) we need to guarantee at least 96 golfers.

Denise Koval reminded everyone that for the last 4 years we have never met the minimum golfer requirement. The event will not draw Steinert families due to the cost. This event will have to be geared towards corporate sponsors. It was suggested that we table this event until the following year. At that time, we will have the alumni position filled and they can help us market this event.

**4. Concession Stand** – Someone suggested asking other booster clubs to help out with the concession stand. We would have to pay them but we could get the man power needed. Especially if we are going to expand the stand – that will require more help at every home game. Also, can we let people pay students to work their shift?

Reminder: Need to work with Fire Official on Thanksgiving Day game

**5. Clothing drive** – Cindy Donnell has the left over inventory at her house. She will go through everything and then make recommendations about ordering for next year’s drive. She knows some things sold much better than others (hoodies and t-shirts are our best sellers). Cindy is already working on the new design for this year’s t-shirt. At this point, Fred said the clothing is really not a huge fundraiser – we barely broke even with last year’s drive.

JC mentioned that the 33’s Barber Shop is holding a blood drive on May 10<sup>th</sup>. We asked if we could donate a basket of Steinert football clothing. Cindy is going to pull together a basket.

Note: A special t-shirt will be designed for the big 50<sup>th</sup> Anniversary game. Details need to be discussed.

**6. Coach Jordan’s football camp** – Coach Jordan would still like to hold the extended camp which would include younger children Denise Koval described the Notre Dame Camp which sounded great. This is a great fundraiser since the only expense is the coaching staff. The camp needs to be a full day for working parents. The problem is timing. Parents are already registering their children for camps. We need to find a date. Coach Jordan will look into it and have an answer to us by early next week.

**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.

**8. Suggestions** – there were a few very good suggestions on new activities which would include events for the students as well as the parents. Lisa Goodarz is going to inquire about some of the options and she will report back to everyone.

**Website update** – Tesa Danaso will be the contact person for the website. She will coordinate the updates with Mark Szabo. JC also mentioned linking our site to the Pop-Warner site.

### **Off Season Camp Info**

1. Mat drills begin on March 15<sup>th</sup> at 9:00am
2. Rutgers overnight – June 22 – 25. Becky Lang will coordinate for us. We will get a discount if we register 15 players. Cost \$320
3. TCNJ lineman clinic. March 30<sup>th</sup> 8am – 1pm

### **Senior Banquet**

Should we move the banquet to the weekend after Thanksgiving or in early December? As we reviewed available dates we realized it might be too difficult to change. Also, we might have to pay higher prices for the location/food because of the holiday. We will address this again at next month’s meeting.

### **Adoption of Booster Club Principles**

1. Citizenship
2. Why do you think we volunteer? JC handed out a short questionnaire to be returned next time. The question: “Why do you think we are volunteering for community service? As a result of this volunteering service what are your expectations to our group (team, booster club)...to the individual? What are we trying to accomplish?”

JC also talked about students and volunteering - Teenagers by nature are very often self-focused and need to be offered opportunities to reach out of themselves and help others. The earlier they learn to do these things the more natural it will become for them later in life. Other benefits of volunteer work are valuable experience for applying for jobs and colleges. Community service is a great way for teenagers to become aware of needs outside themselves.

### **Questions and Comments**

JF Ferrara told everyone to please feel free to call or email any questions or concerns to any of the Executive committee.

The meeting was adjourned at 9:45p.m.