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# Lynnfield Pioneer Youth Football & Cheer Board Meeting Minutes

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Location: Al Merritt Center, 600 Market Street, Lynnfield

Date & Time: 2/26/2020 at 7:30 pm

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## Call to Order:

**In Attendance:** Cuddy, Tim, Lauren, Eric, Dave, Maureen, Keri, Natalie, Sandra, Eddie and Steve.

**Not present:** Kelly and Dan.

**I. APPROVAL OF MEETING MINUTES:** 1/16/2020 Board Meeting Minutes approved.

## II. TREASURER'S REPORT

Lauren's report was approved. Noted that we generated \$1,092.00 on the Superbowl squares (60% profit). Our 2019 tax returns are prepared and ready to go.

## III. BOARD OF DIRECTOR TRANSITION

Still waiting on Directors to send CORI forms to Dave. Once approved, Eric needs to file Change of Director forms with the Secretary of State. Tim and Cuddy were added to the checking account. Eric was not as his signature was not on file with the bank. Will need to follow up. Board members were added to relevant league technologies with admin privileges where needed.

- Action: All Directors to submit CORI forms/COI forms
- Action: Eric to file Change of Director form pending CORI approval
- Action: Eric to report to bank for signature

Maureen presented her league communications plan in connection with her Hootsuite report. She developed an Instagram page which is ready to publish pending approval. Needs Hootsuite, at a cost of \$120.00 per year, which allows cross platform organization and simultaneous publishing. After her presentation, consensus was to approve the \$120.00 allocation.

Maureen also presented the idea of a game-day photographer (s); whether we use a paid one (same as North Shore Flag Football ("NSFF") at \$18.00 per hour) or we get a LHS student who needs community service time. If we use the NSFF photographer, it would cost the league approximately \$1,200.00 annually. Will need to address at the budget meeting.

Would also like to identify individual team liaisons to communicate with Maureen relative to game day highlights, events, etc., so as to publish on the league's social media outlets. Will table issue until the summer as team's develop.

## IV. SEASON PREPARATION

### A. 2019 Budget Setting:

**Football:** Dan not present, so we discussed what Dan presented last meeting. Dan needs new pants and extra practice jerseys, as well as other miscellaneous items.

**Cheer:** Kelly not present, so unable to discuss what is needed for 2020 season. Will need to address team uniforms and practice space requirements.

- Action: (Kelly and Dan) Football and Cheer to present/discuss anticipated 2020 budget to include earmarks for end of year banquet and swag

Cuddy and Lauren brought up the end-of-season swag and banquet budget. We will need to come to a conclusion on capping this figure. Last season (2019) we spent \$10,326.00 and \$7,200 spent in 2018. This led into a further discussion of allocating fundraising dollars for specific things, versus leaving it open-ended. This will be an ongoing discussion.

League spending per participant:

Year 1 Football: \$566.00 (ordered all new equipment)

Year 1 Cheer: \$189.00

Year 2 Football: \$327.00

Year 2 Cheer: \$242.00 (ordered new A-team cheer uniforms and added practice space)

### B. 2019 Goal Setting:

**Cheer:** The short-term goal is recruitment. Will be looking into community events with last year's teams, such as rollerworld, pizza parties, etc. Will also be meeting with coaches earlier in the season to facilitate with this goal.

Mini Mascot program was a success and something we plan to carry into 2020. Given the success, Cheer will discuss having the teams compete.

Cheer would like to add a competition in Boston and possibly North Andover. Might want to also add transportation for the Boston competition and remove for Ipswich. Would want to look at getting the message out to increase with recruitment efforts.

- Action: Cheer to report on developments of adding additional competitions

**Football:** The short-term goal is recruitment, especially for the 5<sup>th</sup> grade group (C-Team). There is a coaches meeting schedule where this will be discussed, as well as the coach's handbook which is in the works.

- Action: Football to report on coach's meeting and handbook developments.

### **C. Registration:**

Lauren to sync up with Maureen regarding Teamsnap - last season versus next season – will need to archive last season and set up new season. Registration for 2020 season to be opened from 4/1 through 5/29. Maureen to promote (social media outlets and backpack flyers).

### **D. Equipment:**

No update from Dan. Lauren and Cuddy to work on USA Football Equipment Grant.  
No update from Kelly.

- Action: Cuddy / Lauren to report on USA Football Equipment Grant
- Action: (Kelly and Dan) Football and Cheer to present/discuss anticipated 2020 budget to include earmarks for end of year banquet and swag

### **E. Safe Sport Act:**

Board discussed this issue. Cuddy to report back to board on what steps CAFYL will employ in connection with USA Football.

- Action: Cuddy to report on USA Football/CAYFL development re: SSA

### **F. Miscellaneous:**

Pat Lamusta could not attend the meeting but is proposing a football camp from 6/22 through 6/26 (scheduled for the first week school is not in session). Camp would be open to incoming 6<sup>th</sup> through 9<sup>th</sup> graders. Would need to find a way to operate the camp, insurance, etc. Initially the idea was to hold the camp through Lynnfield's Rec Department, but this might violate MIAA and/or CAYFL rules. If the camp idea comes to fruition, we discussed the idea of doing away with the combine and doing something similar to the combine at the end of the camp.

- Action: Cuddy and/or Eddie to sync with Lamusta regarding camp

## **V. FUNDRAISING / EVENTS**

Superbowl: The league generated a \$1,092.00 on the Superbowl squares (we made 60%)

March Madness: Keri discussed the idea of March Madness brackets, utilizing either ESPN, Yahoo or CBS sports. Would need to create a league through one of these companies. We have a Venmo account for payments in/out which would be the most cost-effective vehicle. Discussed a \$50.00 entry fee and a 60/40 Split. Discussion was positive.

Davio's: Keri reported that she heard back from Davio's who gave us a Monday night, 6/8/2020, for the fundraiser. She is already working on silent auction items. Eddie will work on tickets - consensus is that we should focus on Celtics or Patriots. Cooking class for 8 at Davio's was a successful item last year and will be added to the silent auction item this year. LHS game day parking spot was a hot item. Discussed the idea of adding a second spot. The cornhole board also generated a lot of interest. Would like to add those to the auction item list.

Giggles: Keri reported that the comedy night at Giggles will be Thursday, 5/21/2020. We don't know the cost of the tickets yet – will work on that. Last year we charged \$50.00 per head and generated a profit of \$3,400.00. Keri to follow up.

Game day books: Keri will need to revisit this idea with Sal and how to work down the cost. Keri met with him and discussed a watered-down version on the program book on a one-sheet one fold (with a banner of donors). Cuddy asked about parents buying an ad for their children in the book. Keri suggested this year doing only donor ads and then next year work on including parental/personal ads – like a church bulletin. Maureen piggybacked on this idea and proposed an end-of-season yearbook (for sale) where we can generate ad revenue, whether it come from personal and/or commercial/sponsor ads.

Fall Fundraiser: Keri proposed a large fall fundraiser – a \$10,000.00 drawing. We could do this either as an event (single day) or a calendar (daily draw over the course of specific time). If it were an event, we could hold it at a venue like the Elks. Would be one night but would likely have significant overhead. Keri suggested Halloween as a good date, but playoffs would be the following day so not likely to gain traction. Cuddy suggested Columbus Day with no kids. Maybe add cornhole tourney during that event. Wicked Cornhole / Boston Cornhole could be used at a low cost. If we did the fundraiser as a calendar method, there would be no overhead but for the cost of buying the calendars. Will need to discuss further.

Jamboree: Cuddy asked us to think about a date and an opponent, with the idea of moving away from Pentucket. Eddie suggested North Andover and will think further on this issue. Tim thought of using 9/3 as the date, as long as there isn't a school open house (first day of school in the fall is 9/2).

Miscellaneous: Cuddy discussed adding D-level scrimmages. Really need to work on having more game-like situations to afford increased paying time for teams with large numbers. Eddie has the Community Cup and will give it to Cuddy. Not much interest from NR in going forward with the idea. WiFi continues to be a work in progress. Cuddy reported that the individual at LHS said they need to go to Town Administrator. Tim will also work on it. Cuddy pinged the LHS AD and looped in Lamusta. Will update us.

- Action: Keri to report on developments with March Madness , Giggles and Davio's events.
- Action: Keri to report on discussion with Sal re: game day books
- Action: Stakeholders to report on LHS Wifi

## ***Adjournment***

Next LPYFC board meeting is scheduled for 7:30 pm on March 18, 2020 at the Al Merritt Center located at Market Street.