

# September 19, 2024 | SYA Meeting

Attendance: Jim Blaukovitch, Frank Adamick, Josh Gercie, Juan and Connie Turner, Brian Cramsey, Jen Boardl, Brittney Williams, Kenny and Lauren Wellbank, Liz Young, Byron Masi, Shaun Hallman, Dominic DiFranzo, Annie Greaves, Adam Segell

- 1) **Call to Order:** Meeting is called to order by Jim at 7:07pm
- 2) **Motion to Approve December Minutes:** Motion to approve June's meeting minutes made by Jen B and seconded by Byron. All agreed.
- 3) **Board Member Reports:**
  - a) **Secretary:**
    - i) View schedule and sign up for attending Township Mtgs here:  
<https://www.signupgenius.com/go/10C0B4FABA92FABFACE9-51499205-township>
    - ii) See attached finalized list of all Board Members' email addresses.
  - b) **Treasurer:**
    - i) Only the President and Treasurer should be able to issue refunds on SportsEngine. Webmaster should restrict refunding access to just those two.
    - ii) All deposits slips need to have a memo/note indicating what the deposit is coming from. If one deposit is coming from a fundraiser and another deposit is coming from some other source, designate as such.
    - iii) Starting Now: all invoices, expense reports, credit card receipts, deposits with detail, etc. are to be submitted to Brittney so she can credit the correct accounts and preserve the appropriate records. Brittney now has access to the email address: [treasurer@syasports.net](mailto:treasurer@syasports.net)
    - iv) Current Account Balances (as of 9/19/24)

Checking accounts:	\$19,211
Savings:	\$2,228
Building Fund:	\$6,249
CD #1:	\$6,000 (from building fund)
CD #2:	\$32,000 (from donation)
Total:	\$65,688
    - v) Arden made the payments for Cheer and Jim wrote a check for Wrestling at the mtg.
  - c) **President's Report:** Update on the Township's Commissioner meeting: Jim went to the 9/12/24 Commissioner's meeting and it was good to have an SYA presence. Jim Lavernier says he is happy to work with SYA, but we should try to keep in close contact so SYA's needs stay on the township's priority list. The Planning Committee is also re-working some of the new Laubach development plans, keeping SYA's needs under consideration, some of them anyway. Someone from SYA should try to get to Township meetings, but we should keep in mind that Genny prefers to deal with only one person (a President or VP) when it comes to making field assignments.
  - d) **Vice President:**
    - i) Mr. Brem at SES requested that SYA help pay for new Gym mat installations. There are two options for replacement, one that is a direct replacement and one that adds more areas of padding in the gym. There may also be an option of putting imaging on the mats, like "Sponsored by SYA" or something like that. The cost overall would be about \$4500-\$6500, depending on how much padding SYA is willing to pay for. The SES PTO has also been asked to help pay for these mats, so we could work on raising funds together. Could we host a co-fundraiser together? Frank pointed out that SYA already put up the safety fencing on SES's baseball field a few years ago, so paying for things we use at the schools is not unprecedented. Member Byron asked how often SYA uses the gym; it is used for Cheer, In-house basketball, Soccer and some early Baseball practices in the Spring. No attendees were opposed splitting the cost of the mats with the PTO. SYA and PTO will need to coordinate on this. We also may want to

ask for a few things, like putting down lines on the floor when needed, to establish certain expectations if SYA will be spending so much money on the gym.

- ii) Swag for promotional events: do we have a budget for these types of expenses? Something like a Petty cash account should be set up (aka budgeted for) for things we need to promote SYA at events, like those wristbands or candy to hand out, etc. Bryon C. will come up with a proposed budget for this that we can vote on.
- iii) A Shared calendar is now set up: it's only for field use and field permits, but indoor spaces can be added if needed. Everyone should check it for accuracy and let Bryon C know if something needs to be added or changed.
- iv) Sponsorships and Donation levels: Bryon introduced two sets of options for donations levels have SYA can offer donors. Sponsorship Levels to vote on:

OPTION 1	OPTION 2 (same perks as option 1)
High - \$400 Team Sponsor/jerseys + Website + Concs Stand banner/yard signs	High - "Platinum" Team Sponsor \$500 Include framed picture of team for sponsor
Medium - \$250 Specific event + Website + Concs stand banner/yard signs	Medium- "Gold" Event Sponsor \$300
Low - \$150 - Website + Concession stand sticker	Low - "Silver" Online Sponsor \$150

Businesses would be able to get publicity via yard signs (maybe), logos on uniforms, logos on SYA's websites, posted in the Concessions Stand, etc. There was much discussion about how the sponsorships would work for different sports. Soccer would not work with sponsors. The whole Cheer program could be sponsored rather than a team. All in attendance took a vote and "Option 2" won unanimously.

- v) Community Day - donating the grown-out of equipment – Deferred (a committee will be formed soon).
- vi) SYA should create a yearly to-do timeline (examples given at the end of the agenda). Everyone agreed it would be great to have a year-round timeline calendar, indicating important dates for each sport, like when to start registration and when to end it.

**e) Chief Administrative Officer:**

- i) We received our Township's contribution of \$1,000. It was about 2 months late due to a series of errors (new accounts payable person). The money was credited to the building fund. A letter was sent to the Township manager requesting that similar funding be included in the 2025 Township budget.
- ii) Arden and Frank opened a new five-month CD for \$6,000. The Rate was 4.5%. The money came from the Building Fund.
- iii) Demographic information will soon need to be gathered for insurance for the younger kids.
- iv) FYI: Frank needs two (2) months advance notice to get lottery tickets together.
- v) Work on the shed is supposed to be done by the end of October, according to Jim L.

**f) Communications Officer:**

- i) There is a need to create a formal method for updating access to sports engine and Gmail and keeping track of which emails have which access levels.
- ii) Noted during the review of email addresses: Brittney needs access to "Treasurer" email address, Jen Boardl needs access to the "Concessions" email address, Jim can give Juan access to the Football email address.

**4) Old Business:**

- i) Franko Project: Soccer has purchased some lights; the mound needs work.
- ii) Dodson/Iron Pigs Project: Jim and the township are helping out, everything going well so far. Shaun and Lauren met with Jim L.: "Finally, we met with Jim L. about the Dodson updates and reached out to Coach Babayk who is going to help draw up the plans that will be submitted to the township

## 5) New Business:

- i) New Fundraiser / Charcuterie event: not sure if we will get enough interest. Need 7 more at least or else we need to cancel. Annie will send out a deadline to sign up to encourage people.
- ii) Color Run sponsor? Does SYA want to sponsor, We can get our name on the backs of the shirts for a \$500 donation. Vote taken, all agreed to sponsor the PTO 's Color Run at the "Bronze" level. We can have a table too and hand out glow bands. Event is October 5th.
- iii) Walking in Parades: Homecoming Parade October 4, Halloween Parade October 17
- iv) SYA Anniversary: Frank says 1975 is the correct anniversary of when SYA was incorporated and could have been the 50 year celebration mark, but the President of SYA back in 2002 wanted to have a big event and so threw a 50 year SYA celebration based on the 1962 date, which is when it became "Salisbury Youth Association" (from the boys athletic club).
- v) When will In-House start a fall Skills & Drills program? – deferred
- vi) Clean up the website - suggestions, people can send suggestions to Adam – deferred
- vii) Incident Reports – make sure they get completed for SYA's insurance and for the Leagues
- viii) Start streaming meeting? Offer ways for online participants to add comments - deferred

## 6) Directors Updates (Kenny):

### a) In-house baseball:

- i) Interested in putting together a sponsor program for In-House teams to help eliminate uniform costs and fundraisers.
- ii) Starting to develop a third division within In-House.
- iii) Revamping In-House section of website and also adding spanish translations.

### b) Travel Baseball (Bill):

- i) Building a mound and lights at Franko is a priority and Bill is working with the Township to get this done. There is a portable mound for the field at Franko.
- ii) SYA has 3 teams playing in CWL and they are midway through the season.
- iii) The Lottery fundraiser will run from 10/1 - 11/30.
- iv) Connie Mack season has started. The SYA fund is covering the Connie Mack program (using \$3000 from the donated funds). All CM home games will be played at the SHS port-a-potties in place.
- v) SYA Baseball will participate in the homecoming parade. One of the parents will provide a flatbed for the players.

### c) Softball: no update

### d) Soccer (Shaun and Lauren):

- i) Soccer had many changes which caused the Fall to be more costly than expected. Three new teams were added to the league, adding new entry fees. Also, the elimination of the Micros program brought in less money than usual (highlighting the importance of ensuring that an in-house program is offered Spring). With 13 teams and 171 players, we had to get creative with field space, requiring added expenses for the lining and equipping of those additional fields.
- ii) Two new Fundraisers for the Fall: switched from Thompsons to Wawa for the hoagie sale. Additionally, a new online clothing store is being opened, and will offer more options, better flexibility in pricing, and that will ship directly to families throughout the season.
- iii) Soccer purchased some stand up / portable lights, not sure how well they will work yet.
- iv) Budget Fall 2024: Annie motions to approve and Bryon seconded.

### e) Football (Juan): Nothing is happening. Juan will get a "football" SYA email address soon.

### f) Cheerleading (Rebecca):

- i) Rebecca will email the budget out later. There are 3 squads are competing.
- ii) Rebecca needs a place to keep the 22 Ft. Trailor that is being decorated for the Halloween Parade. She was hoping to get it into the SYA garage , but Frank noted that there will likely be all sorts of construction going on inside the building Trailor is 22 foot and needs a place to be put together and stored for a few days.
- iii) Cheer began this season with 45 girls and three squads (1 refund issued). There are 17 girls in the 6U squad with one returning coach and one new coach (former SHS cheerleader); there are 11 year old girls in the 8U squad with one returning coach and 16 girls on the 12U squad with 2 returning coaches.

- iv) Practices will be Mondays and Wednesdays – 6U at 5:30-6:30; 8U at 6:30-8:00pm  
Tuesdays and Thursdays – 12U 6:00-8:00pm
- v) Three outstanding invoices so far for the season, Arden paid one and checks will be sent for the other two. Invoices: Bows \$396; Practicewear \$608.25; Choreographer: \$650.
- vi) Fundraising: Annual Gift card Lottery fundraiser is almost over, all cards sold. Salisbury Breast Cancer apparel are also being sold through Cher (sale over on 9/20). October fundraiser will be “Wreath of Plenty,” which is a wreath full of lotto tickets, gift cards and cash that people try to win.
- vii) New: Our cheerleaders got fitted for their new uniforms and they are being shipped, all are excited.
- viii) Cheering at Games: This year we faced the challenge of not having our football team. In order for the cheerleaders to compete on a competitive level, they MUST cheer for some team during the rec season. SYA cheer has been granted the “ok” to cheer at Varsity Soccer and Field Hockey games. While we are thankful for that, we are hopeful football will be making a comeback soon. Got lots of positive feedback when doing this during Spring. The girls really did a great job.
- ix) Competitions:
  - (1) 6U will attend 2-3 competitions.
  - (2) 8U and 12U will attend about 6 competitions.
  - (3) Registration fees for competitions range from \$10 or \$12/cheerleader and up to \$180/squad depending on the competition hosts. Once all dates are selected and registration packets are filled out, I will submit costs to the Treasurer so payments can be submitted with the registration forms.
- x) Upcoming Events:
  - (1) All squads will be cheering on Friday 9/20 at the High School home football game for the “Gold Out Pediatric Cancer Awareness night.” We will also be throwing an SYA cheer tailgate party for the first time for all our cheerleaders in the student parking lot from 5:15-6:15pm before the game
  - (2) Salisbury Homecoming Parade 10/4: All SYA cheerleaders will be participating in the parade with our annual cheer float. This year, our theme is “BEST IN THE NEST!”
  - (3) Emmaus Halloween Parade 10/19: Come check out our SYA cheerleaders in another favorite parade of theirs! They will be working on another float this year to the theme of “HOCUS POCUS”.
  - (4) Home Indoor Competition 11/24/24: SYA Cheer will be hosting our 1st ever indoor cheer competition for several schools/squads to attend. Our competition will be held at Salisbury High School.
  - (5) End of Season Banquet is usually held in early December at SMS. I have had several parents ask about having it at a different location this year. Working on finding out information for different places.
  - (6) Allentown St. Patrick's Day Parade: March 2025: will get parade shirts that are more inclusive of all SYA sports for the parade, not just Cheer. Any SYA player who wants to join in the parade should purchase one of these shirts so everyone can match.
- g) **Basketball (Josh):** Registration will start before October, looking at price points for registration based on other Rec leagues. Ordering jerseys at the end of registration. SYA will continue to play in the Rising Stars League, but if that doesn't work, we will go to the Saucon leagues. Waiting to hear from Tim Hurd on any changes to the Rising Star league this year.
- h) **Wrestling (Liz):**
  - i) Wrestling registration is open, and the SYA wrestling website is updated with this season's information. Flash Registration (until 10/14/23) is \$90 per wrestler.; Early Registration (through 10/31/23) is \$110 per wrestler.; Regular Registration (on or after 11/1/23) is \$130 per wrestler.
  - ii) There appears to be great interest in wrestling for girls.
  - iii) Jim wrote a check out for the VEWL registration fee.
- i) **Concessions:** There are only 6 Fall home Baseball games (3 are already done) so there won't be much profit from the stand, maybe a hundred dollars or so. Devon D. has been super helpful at running the stand. Jen and Devon will continue through next Spring as well. Kenny got rid of the wasps' nest problem, but now squirrels bent the vent in the storage shed? Kenny volunteered to help with that as well.

7) **Discussion:**

- i) SMS is having an open house next week (sept 26<sup>th</sup>?). Annie will ask Mr. Parlman if we can have a table. Brittney offered to create a pamphlet about SYA, hopefully to be handed out at the open house.
- ii) Byron came up with the idea of creating SYA calendar refrigerator magnets. All agreed!
- iii) Shaun has a contact who can make very good yard signs for only about \$7 each.
- iv) Dining fundraisers: Shaun will reach out to Texas Roadhouse for fundraising / dining deals. Chipotle could be in January.
- v) Jim made a motion for Shaun to be the Head of Fundraising, and everyone seconded! Shaun did not agree, but also did not completely disagree!
- vi) Jim gave a hearty thank you to **everyone** for coming out because this is a thankless job!

8) **Motion to Adjourn:** Bryon made a motion to adjourn at 8:35pm and Juan seconded that motion.

**Next Meeting:** October 17<sup>th</sup>, 7pm-9pm, SES Library, with childcare in a different room (TBA)