

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

**Date/Time:** March 12, 2013 - 7 pm  
**Location:** PFHS – Coach Hines Class Room

**In Attendance:** Jason Hildreth, Greg Rouse, Lia Saless, Scott Saless, Kathy Mamola, Michelle Holmes, Sara Rodriguez, Greg Rodriguez, Mike Anderson

**Visitors:** No visitors in attendance

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

**Minutes Recap:** February 2013 Meeting Minutes

**Open Board Positions:** Equipment, Facility Maintenance

- Until the equipment position is filled, Jason will get equipment sent out for reconditioning. Helmet reconditioning takes about 6 weeks.
- Coach Hines suggested replacing helmets if they only have 1-2 years left before they reach the 10-year mark.
- If anyone knows anyone interested in these positions, have them contact Jason.

**Coaching Update:**

- Coaches Board Positions: Greg is contacting coaches to fill the positions.
- New Coaches: 3 applications have been received for 5<sup>th</sup> grade. Once the coaches board positions are filled, they will begin the interview process.
- Clinics: The goal is to have 2 clinics – 1) informational and 2) how to coach youth football
- Coaching Application: Discussion on if a background check should be added to the application. The school district and parks and recreation do them.
  - Motion was made to add a background check to the coaching application.
  - Motion was approved.
- CDA's Summer League: CDA contacted PFJRT&C to see if we wanted to participate in a new 7 on 7 league focused on skills only, 1 hand touch, and passing only. Kellogg is already on board.
  - Jason will email the rules to the board to review.
  - Jason will attend the next meeting (3/19/13 at Community 1<sup>st</sup> Bank in CDA) to find out more information
    - Are there fees?
    - Insurance requirements?
  - Greg to check with coaches to see if they are interested.
  - Coach Hines recommended putting together a “blended” team for each grade level if we participate.

**Cheerleading Update:**

- New Coaches: Have 3 returning and need about 2 more.
- Cheer Game Schedule: Need to put together a game schedule so that no games are missed.

- Michelle has cheer uniforms to turn in. They need to be cleaned. Need to check to see if a cleaner would give us a discount to clean them.
- Clarissa (PFHS Cheer) was asking Michelle about the money for the cheer camp last year. The registration checks appear to be missing. There is also an issue as to who (PFJRT&C or PFHS Cheer) gets what part of the registration fees.
  - Lia will track down the registration checks.
  - Michelle to talk with Clarisa and decide who will sponsor the cheer camp.

**Financial Update:**

- No update this month.
- Treasurer to put together an average operating expense list from the past 2-3 years of data.

**Website Update:**

- Initial draft of the website was demonstrated – layout, structure, and calendar
- An outline with content needs was handed out.
- Scott to provide Sara with photographs from last season to use on the website
- Content needs drafted and/or updated. Jason provided a couple of items to Sara.
- Michelle to provide cheer content to Sara.
- Items to be completed:
  - Update Content
  - Registration Forms
  - Feedback Form
  - Location maps
  - Sara proposed to have a coach's blog for each coach. Last season there were issues with emails not getting to everyone.
  - Add photos
  - Add sponsor information
- Updated website to be ready at next meeting for review and approval.
- Go Live goal is April 15, 2013.

**Fundraising/Marketing Update:**

- Initial sponsor mailing update: One \$300 sponsorship (Northwest Specialty Hospital) has been received, Kathy/Sara are following up with the others.
- Banner sales: Coach Hines said to go ahead and hang banners, it shouldn't be a problem.
  - Kathy to check on prices of banners to determine if it is cost effective.
- Raffle: Reviewed the raffle results from last season. After all fees were paid to the state, we made ~\$3,200. Discussed if it was worth it to do it again this season.
  - If we raise registration fees by \$10, it would cover ~2/3 of the raffle earnings.
  - Motion was made to cancel the raffle this season and raise registration by \$10.
  - Motion was approved.
- Last year Michelle setup a table outside Super 1, Walmart, and Trading Co to get the word out about the league. Trading Co didn't produce much response. This year we need to do the same thing and Super 1 and Walmart (sometime in June) and include a way for people to donate.

- Information Letter Mailing: Kathy proposed putting together an informational letter (introduce new website, registration/equipment dates, draft date, BBQ date, HS camp, etc) and mailing it to all returning players.
  - Coach Hines said he sends out a camp registration form each year and that Jon has included a letter.
  - Kathy offered to print and stuff envelopes for both PFJRT&C letter and PFHS camp registration form. Coach Hines welcomed the help and offered to mail the letters through the school district.
  - Kathy and Sara to draft informational letter for approval at the next meeting.
- Marketing: Discussed ways to market to the middle and elementary schools.
  - Jason to make yard signs that can be put in front of the schools with registration dates and website.
  - Coach Hines suggested a joint marketing venture. Using small little footballs with the camp info on one side and PFJRT&C website on the other. These could be tossed out to the kids on recess.
    - Kathy will look into the cost of these footballs.
  - Discussed participation in the Post Falls Days parade and possibly having a booth at the park. We need to find out the costs to participate. We could also have the little footballs to toss out during the parade.

**Volunteer Update:**

- Kathy and Sara proposed to have each team name 2 parent contacts for volunteer activities. This will build the volunteer base and communication.

**Additional Items:**

- A Christmas card was received from Legends Photography with a \$20 gift card to Applebees.
  - Motion was made to give the gift card to Coach Hines.
  - Motion was approved.
- Scott received a promotion that requires him to work Saturday's. He will have limited availability to assist this season.
- Coach Hines said he is not sure if there is going to be a Vandals Youth Camp this year.
- Scholarships: Discussed requiring the parent(s) volunteered at least 5 hours during the season.
  - Kathy and Sara to develop a draft list of volunteering options. Options to include: chain gang, recruiting more volunteers, line painting, etc.