



Regular Board Meeting of May 7, 2017

Board Members/Public present: (Underlined – voting members/coaches)

Kim Fickett Nick Buckley Hillary Damon Carrie Carter
Amanda Mclaskey Jennifer Wescott Alisha Bailey Greg Violette

Members excused: Sarah Catalano Danica Rancourt
Members Absent:

Kim Fickett, President, called the meeting to order at 9:00 am at the Conference Room in the Westbrook Community Center. Items listed not necessarily in order of discussion:

- 1) SMYFL update
 - a. Next SMYFL meeting June 6th at 7pm at the Ramada Inn in Saco.
 - b. SMYFL bylaws indicate that we are allowed a 7 day camp (instructional only, no pads or helmets) in June. Board has decided against holding a June clinic.
 - c. New rule book out. A lot of changes this year.
 - d. Dues have risen to \$175 annually from \$100 annually.
 - e. Increased fees for refs. Pee wee is now \$100 per ref for the day. Mites is \$100
 - f. The potential is there for Westbrook middle school to join SMYFL.
 - g. It takes \$13,000 per year to run the SMYFL program.
 - h. Start dates: 8/7 middle school, 8/14 Pee wee and Mites,
 - i. Jamboree will be 8/26 at Massabesic
 - j. New rule: everything that is provided for one team must be provided for the other so that the sidelines are both even. (i.e. Pop ups, heaters, headsets) Coaches will need to communicate in advance of the game to ensure everything we have, they have as well.
 - k. There is a new law in the State of Maine, if you've ever been charged with a felony (doesn't matter what it was for or when it was) you are no longer allowed to ref. Expecting to lose about 10, putting number of refs down to around 65-70.
 - l. Looking for Refs across the state. If we get 4 new refs SMYFL will hold a clinic for them.
 - m. NFHSlearn.org has lots of videos. Great resource for coaches.
- 2) Registration
 - a. Last year's numbers: 5th grade- 21, 6th grade 15 totaling 36 for Pee Wee. 3rd grade- 13, 4th grade 11 totaling 24 for mites.
 - b. Mites- 16 kids coming in for this year, 13 kids are questionable. Jen and Amanda will reach out to current 2nd grade families to find out if they will be moving up to the tackle program.

- c. There have been some complaints by parents that our registration period is too early and they've just registered for baseball season. There is an option for them to pay by check online and get payment to us later, deadline being at or before the parent meeting in July.
- 3) June Open House
- a. June 4th 4-6pm at the Westbrook Community Center.
 - b. Information and discount on registration for those that attend.
- 4) Discussion of the Tackle Program
- a. Corey found in our by-laws that 4th grade (9 years old) can play pee-wee. They must play on the B Squad only.
 - b. Nick-Concerned with size of 6th graders vs 4th graders. He is opposed to 4th graders playing up to pee-wee.
 - c. Bob- questions pad play at the flag level (blocking and bags) NO- flag program doesn't allow tackling or touching.
 - d. Train contact with 3rd grade (current 2nd graders) to allow them to be ready for moving to tackle.
 - e. Cape Elizabeth holds an open house Q & A with players and trainers to address concerns of safety. Amanda motioned for Westbrook Youth Football to hold an open house before our May board meeting. Sarah 2nd. Unanimous in favor, motions passes. Kim to set up open house at the community center before May 7th.
 - f. Kim's Rule: Safety, have fun, and learn a little about football.
 - g. Jen- concerned with the timing of this and that we are running out of time to make a decision and implement a change for this year.
 - h. Sarah motioned to have an A team mites with possibly only 14 kids. Nick 2nd. Favor-2 Oppose-
 - i. Amanda motioned to table the discussion of the tackle program until our May board meeting. Carrie 2nd. Opposed-motion fails.
 - j. Kim has moved to table this discussion to May board meeting because there were no other motions presented.
- 5) Further Discussion of the Mites Situation
- a. Jen brought up the discussion of making a decision about the mites level just so that we have a plan and can get the information out to parents and they can make their decisions and register their kids accordingly.
 - b. Kim said that she will not feel comfortable playing 2 games if we have less than 24 kids register at the mites level. She agrees a decision needs to be made but it may not be the best idea to make a decision before we have our registration numbers.
 - c. Jen put forth motion that if we get at least 16 mites level kids registered that we would go ahead with 1 team (varsity level) but if we don't get that many then we will move 3rd graders back to the flag program and 4th graders to the pee-wee level (and only play on the B squad). Hillary 2nd. 4 In favor, 2 abstain, motion passes.
- 6) Coaches Clinic
- a. Jeff will hold clinics for our coaches this spring. 3 dates, Kim to confirm with Jeff and the coaches about the possible dates.
- 7) Fundraising
- a. Mites need 1 sponsor this year.
 - 1) Jen- reach out to Mr. Bagel and Brewer Tree for sponsorship
 - 2) Kim sent a donation request to Sappi hoping for the mites sponsorship.
 - b. Banner sales (Bronze level) were low this year – only 6 sold

- 1) Push next year for banner sponsors that we already have the banners made up for.
- 2) Everyone jumps on board with banners for this year. Possibly bring players in uniform to businesses.
- c. Comedy night-
 - 1) Amanda knows a teacher that opens for Bob Marley. Request is into PAC for June 23 (Friday night). Gold room is not responding to emails. Other options are Eagles on Saco St. in Westbrook or Eagles Portland.
 - a. Idea tabled until August/September so that we have adequate time to secure a location as well as publicize the event and sell tickets. Amanda to check the comedian's availability and possibly get other acts to come on board.
 - 2) Ideas- Family night, getting Trevor Bates, Jeff to speak for 30 minutes. Possibly change locations-Eagles, Goldroom. Possibly move to the fall
- d. Fall fundraiser-
 - 1) Fall raffle instead of the subway books. Prizes to include (if we are able to get them): 100 gallons of heating oil, Patriots tickets, Hannaford gift card.
 - 2) Any company that donates for this fundraiser will get a banner. Remind businesses that because we are a 501c3 organization, their donation is a tax deduction for them.
 - 3) Reach out to the Patriots foundation for a donation of a raffle item.
 - 4) All donations should be secured before the parent meeting in July so we can get tickets to parents and kids to start selling.
- 8) Westbrook Together Days
 - a. Kim has offered to pull the trailer again for the float in the parade.
 - b. Hand out fliers with information for our open house on June 4th.
- 9) Advertising
 - a. Registration opens March 1. Prices will remain the same. Multi-child discount for tackle.
 - b. Handing out fliers at other sports team practices (basketball, baseball)
 - 1) Alisha and Amanda to hand out fliers to baseball.
 - 2) Amanda to hand out fliers to community center.
 - 3) Put into Congin Thursday folders.
 - 4) Jen fliers to daycares.
 - 5) Community boards-Hannaford, Shaws, Mr. Bagel
 - c. American journal for registration.
 - d. Open house at the community center on May 1st. No parents came, we didn't get it out to the community soon enough.
 - e. Set up a booth at the Little League complex on picture day, May 13th, to get the word out about our registration as well as our next open house on June 4th.
- 10) Miscellaneous items
 - a. Equipment –
 - 1) Need to come up with a spreadsheet for the budget to be able to anticipate when major purchases need to be made
 - 2) Need to implement an end of year equipment system to better track who has turned in equipment and who is still outstanding.
 - 3) There is still 1 family with equipment outstanding. Amanda has been in touch with the family and will be collecting the equipment so the final deposit can be returned.
 - b. Clothing Vendor-

- 1) Using extreme but now Sarah has started her own company.
 - 2) Carrie motioned to continue using Extreme for equipment, Jerseys and Flag, and using Sarah as our vendor for fan apparel at concessions and for a fundraiser throughout the season. Danica 2nd. Unanimous in favor, motion passes.
 - c. Summer High School Clinic
 - 1) Time change to 5-6:30. Week of July 24th at the High School
 - d. Jersey-Every Friday players should wear their jersey to school to promote WYF and show their football spirit.
 - e. Sponsorship-Let Kim know to determine who is eligible.
 - f. Coaches
 - 1) We will be in need of more coaches for the coming season for all levels. We would like to see new coaches come in this year so they can work alongside the current coaches and get a good feel for how the program runs. We would like to see 2-3 more coaches in both Mites and Pee-Wee and coaches for flag.
 - 2) There will be a shake-up of coaches for this season. There was a definite breakdown last season that we need to fix. There needs to be plans made up ahead of time for all practices. Head coaches will be responsible for this.
 - 3) There were also some behavior concerns last year, so coaches may need to float around to help out in different areas and different levels.
 - 4) PeeWee- Bryan Harvie, John Young, Nick Buckley, Greg Violette, Nick Dorazio, Joe Pilsbury
 - 5) Mites- Bob Harvey, Corey & Danica, Amanda, Tyler Howes, Joe Dorazio, Tony Cook, Justin Sherburne, Marc Leclerc
 - 6) Flag- Pete Wescott, Joel Arnold, Brian Heal
 - 7) Head coaches will be voted on at the June meeting.
 - g. We are still in need of a Director of Publicity if anyone knows of anyone interested in joining the board.
- 11) Annual parent meeting
- a. July 9th at 4 pm at the Middle School (pending approval of our request).
- 12) Alisha put forth a motion for Greg Violette to take on the position of VP of Tackle, Jen 2nd. All in favor, motion passes unanimously.
- 13) Adjournment **Motion** at 5:30 pm by Jen /2nd Amanda – Vote: Unanimous all in favor

Next Regular Board meeting: Sunday June 11, 2017 9:00-11:00 am – Location: Westbrook Community Center – Conference Room

Meetings will be held generally on the Second Sunday of each month however the board reserves the right to schedule mid-month meeting as necessary.

(Minutes stated are in summary form and not verbatim)

Action Items from 05/07/2017 meeting or before:

- Kim** – Updates from SMYFL meeting
- Kim – Reach out to Mike Dillon about the Cribbage tournament he has done.
- Kim – Reach out to Stockhouse and Kozetti’s about possibly using their space for Cribbage tournament
- Kim – Patriots foundation for a donation for fall fundraiser
- Kim- Set up coaches clinics with Jeff
- Kim- Sponsorships
- Kim- Reach out to coaches about interest in being head coach

- Kim and Alisha- American journal article about our struggling mites program
- Greg-
- Sarah – Prepare to present budget at May meeting
- Sarah – Annual filings, state and federal
- Sarah – meet with Danica for NFL insurance for the flag program
- Jennifer W –
- Jennifer W – Reach out to Brewer Tree and Mr. Bagel for sponsorship of a mites team.
- Jennifer W- Handout fliers to local daycare centers.
- Jennifer W- Reach out to current 2nd grade families about moving up to tackle program.
- Nick- Start coming up with a system for tracking who has equipment as well as who returned equipment and who has not.
- Nick – Input all equipment information into Dropbox acct
- Nick – Create a spreadsheet of all league equipment to have for the end of the season to be able to put with all equipment so we know what we had at the end of the season. Additionally, expand spreadsheet to create the need for major purchases, i.e. helmets, for future budgeting.
- Nick – Coordinate delivery of the helmets from reconditioning before the parent meeting on July 9th.
- Danica – Incident reports from Gorham and York game.
- Danica and husband: work on folder of plays and information from Damian.
- Danica- Reach out for Patriots tickets and Hannaford gift card for raffle.
- Hillary and Carrie- Reach out to BJ's, Sams club, Hannaford, shaws, Dunkin Donut for donations for the snack shack.
- Hillary and Carrie- set a menu for the parent meeting on July 9th.
- Hillary- Work on oil donation for raffle.
- Hillary- Watch for Westbrook together days parade info
- Amanda - Set up comedy night. Location? Comedian?
- Amanda- Pick up last 2 sets of equipment.
- Amanda- Hand out Fliers
- Alisha – Send out Clynk information to all Facebook pages and email parents
- Alisha- Get Fliers to Baseball teams
- Alisha- Email American Journal- add for registration
- Alisha and Kim- American journal article about our struggling mites program
- Alisha- Submit request for use of the middle school cafeteria for parent meeting 7/9/17
- Alisha - Update email master list as needed
- Alisha- Backup files to another system
- Alisha – Reach out to WLL for information about how they hold their raffle and who does their tickets. (Mike Eugley for ticket info)
- Alisha- Sort Gmail by age of player (long term goal)
- Alisha - Send out emails:
 - Need to send out email

- Next meeting
- Next Board meeting date – June 11, 2017 9-11 am

Items for next Agenda:

Advertising & discussion for getting better registration numbers

Update from SMYFL and Open House

Send out specs for clothing vendor

Clynk bags to businesses

Reports from Treasurer, Registrar, and Fundraising