

**ANDERSON YOUTH FOOTBALL BOARD OF DIRECTORS**  
**Minutes 1/29/2017 (30th Season)**

**Attending:** Brad Busacco, Peggy Busacco, Steve Dopp, Scott Galloway, Chris Gertz, Polyana Helgason, Patty Lewallen, Jason Martin, Kim Noe, Roger Noe, Bruce Seaman

**Absent:** Jessica Bunch, Matt Davison, Stephanie Emrick, Charlie Gardner, Karen Gardner, Jeremy Heath, Tom Johns, Jesse Mullins, Brandon Purdon, Sean Rash, Don Scalf, Matt Zeis

**Teams Not Represented: 2<sup>nd</sup> grade, 6<sup>th</sup> grade**

The minutes and financial report were distributed. Peg reported a net loss of \$8756.94 for the 2016 season. She did a comparison of 2015 and 2016, where 2015 was about a break-even year. The comparison revealed that while Registration amounts were about the same, gate was down, additional fundraising (Kroger, BW's, etc.) and Spirit Merchandise were all down. We expect gate to remain the same, or even decrease, if the CYFL passes a rule allowing coaches free admission. However we can push additional fundraising and try to make a profit on Spirit Merchandise. On the Expense side, Uniforms and Equipment (including coaches/parent reps wear) were up by almost \$4000 last year and Spirit Merchandise costs were up. So we need to hold tight on those two line items.

Bruce suggested an Invitational as a way to increase revenue. After some discussion it was decided to ask Ray Johnson (who is scheduled to meet with Brad and Scott this coming Thursday, Feb. 2) about field availability for Saturday/Sunday, July 29/30. Then we will begin to look for opponents from the various organizations in OH and KY. Poly will also continue to contact Indian Hill about playing in the Seaman Bowl this year.

Scott had a sample of the coach's shirt for this year. It is a gray Under Armor shirt to match our jerseys. The shirts are expensive (\$40 each). At the Uniform Ordering meeting in January, it was decided to purchase gray UA pants and matching gray socks for the 6<sup>th</sup> grade, as a way of making their last year special. The gray pants would cost \$30 each. However, after realizing the need to cut down on expenditures, the Board opted to cancel that idea. Scott also noted that the UA jerseys we now have in stock will not be able to be replaced, perhaps as soon as next season, because UA is changing the style they offer. So that is a definite expense in the future. The Board discussed not re-conditioning every helmet every year, setting aside the ones with minimal wear. There was also a discussion on the disparate array of socks sported by players on each team. Scott would like to see some uniformity. The Board is leaving it up to each head coach to set a policy on sock colors.

Uniform Handout dates will be June 24 (the big one!) and a makeup fitting on July 8. The earlier fitting date will give the kids their jerseys for the 4<sup>th</sup> of July parade and help us uncover any potential shortfalls before the season starts. Practice start date is July 17.

Poly discussed the problems with getting flyers into the schools. Many schools do not allow paper flyers any longer, instead relying on the electronic ones, which many parents do not bother to log on and see. We are not allowed to distribute to Clermont County schools or Hyde Park, and Sands Montessori has never responded to Poly. So in addition to the electronic flyer, and Facebook blasts, the Board agreed that school and community events are the best means of getting our presence known. (Neither Kroger nor Target allow us to distribute flyers at their stores). So we are focusing on the Forest Hills 5K on May 13, Matt Davison is heading up a group for Mercer's Mother/Son Dance and their Spring Carnival. We are looking for volunteers

to head up the Ayer Carnival on February 17, and the Wilson Carnival on April 1<sup>st</sup> and any other school event that anyone might know about.

Regarding additional fundraising: We would like to have a Wildcats night in Florence at the Forest Freedom baseball game, where we get a portion of ticket sales. Also mentioned were a Krispy Kreme card and a McDonald's card. And we also talked about working concessions at a Reds game or at Riverbend. Also, Poly will be sending an email with links to Amazon Smile and Kroger, and she is waiting to hear from BW's about their card, which can be used all year.

Poly reported that our current website can handle Spiritwear orders. She is currently thinking about using Blackout Tees at the Five Mile location as a vendor. Kim has a contact for photography who is a parent on their team. She might be able to work the team photography into regular practice nights, without the need for one giant night of photography, which always creates a parking problem. She might also do action shots at our bowl game. The Board would like to see if we can get a rebate of some kind as well.

Poly is concerned about the status of missing equipment, which Peg reported on at the end of our season. Charlie's 4<sup>th</sup> grade team is all accounted for, as is Bruce's 6<sup>th</sup> grade team. However, according to our records, there is still outstanding equipment from all the other teams. Patty is working on last year's second grade team. All but one has returned their equipment or will be returning it. That leaves last year's 1<sup>st</sup>, 3<sup>rd</sup>, and 5<sup>th</sup> grade teams with outstanding equipment and no response from those coaches.

In CYFL news, their Executive Board has been meeting with the OYFL on rules to govern non-divisional games between our organizations. Their sticking point is the 18-point rule, because they don't want to take players out of the game, but rather they want to just move them to different positions. Mason is currently in registration mode and hopes to field six teams. Madeira is interested in non-divisional games within our schedule, as we did last year. And a couple of other organizations may be interested. Scott feels that the CYFL should delineate core principles and values (such as the 18-point rule which allows for greater player participation), and the ability to split teams and still be accommodated within our schedule. These values which stress player participation and instruction would define us as an organization and would not be subject to manipulation by any future rule changes.

There was a final discussion on our 8-play rule, which led to an awareness that we need a MANDATORY coaches meeting before the season begins to get all of our staff on board with our core values and the type of decorum we expect our coaches to display on the field. We had some issues last season, early-on, particularly with assistant coaches who exhibited unsportsmanlike behavior in front of our athletes. The Board felt this was extremely important in order for Anderson Youth Football to foster exemplary coaching, quality instruction and uplifting motivation for our young people.

**Future meetings: at the Knights of Columbus (across from Turpin) TBA**  
**The next meeting will probably be February 26**