



Georgetown Royals Sports Boosters
Meeting Minutes April 2, 2019
GMHS Library

In Attendance: Shannon Dow, Kelley Coye, Lisa Cherwek, Pam Lundquist, Tracy Wood, Denise Mills, Barbie Linares, Ryan Browner, Beth Willis, Karen Burr, Superintendent Carol Jacobs

Meeting called to order at 7:02 p.m.

MOTION: Shannon Dow, Barbie Linares (R. Browner second) to approve the meeting minutes of the February 5, 2019 meeting. So voted (6-0, Lisa, Karen and Supt. Jacobs not present at time of motion. Tracy and Denise abstained.

Shannon informed the committee that George Dow has generously donated a laptop that can be utilized for Quick Books. Quick Books will be purchased in the September time frame. The committee is especially grateful for this generous donation.

Update from A.D. Ryan Browner

Boys and girls Varsity Lacrosse and girls JV lacrosse won their first game this evening. Congratulations to all of the athletes and coaches! Great way to start off the spring sports schedule. Baseball will kick off their season on Saturday against Bishop Fenwick and girls softball to kick off their season on Monday against Rockport.

Boys lacrosse has a total of 25 players this season.

Ryan discussed the "Women in Leadership" workshop which will be hosted by Georgetown Middle High School on April 30, 2019 beginning at 8:30 a.m. This workshop is sponsored by the MIAA and Hockmeyer Studios. MIAA provided a \$2,500 grant. Dana and Deb Hult are co-founders of Core Training which is nationally recognized as an organization that designs, develops and implements hands-on leadership forums, peer mentoring programs, and motivational speaking opportunities. Elizabeth Hockmeyer-Williams is the keynote speaker for this event.

Ryan explained that ALL females are considered to fill the 30 slots Georgetown will have available. It is not just for athletes. Teachers will be recommending students for the workshop. If more than 30 students are recommended, a committee will be formed to fill the positions. The entire Cape Anne League will be represented with a total in attendance of 100.

GMHS is now affiliated with Boston's Children's Hospital. This affiliation will allow the card holder benefits such as priority appointments, Saturday urgent sports appointments and a fastrac app that allows appointments to be made easier.

Ryan asked GRSB if they would like to have the old banners that were displayed in the gymnasium since they have been declared surplus. Shannon and Lisa do not want to

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"Building an Empire One Student Athlete at a Time"

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take this on at this time. Ryan will try and find a use for them that could bring in additional funds for the athletic department.

Shannon discussed the current communications plan the GRSB is using. All social media is working well. We are on Facebook, Twitter and Instagram. Lisa also mentioned a Georgetown Records article written by Georgetown resident Maggie Van Galen that highlights GRSB and the current fundraiser that is going on! The article describes the organizations goals and introduces the community to GRSB President Shannon Dow. Superintendent Jacobs has also written a blog about the organization and the fundraiser. Dan has been very good about communicating the organizations goals and volunteer opportunities. Sue and Lea will be attending the upcoming Health and Wellness Fair that will be held on Saturday April 6th at the Penn Brook School.

Fundraiser Update

The Flamingo Flocking fundraiser is underway! After four days we already have 25 confirmed flockings! We will be accepting orders through the end of April and the flockings will commence May 1-31. We are able to have 3 flockings per night. If it turns out more flamingos are needed we can easily order more through Amazon and have a quick delivery. We are booked May 1 through May 8. The committee is very excited for this new fundraiser and look forward to seeing the flocks throughout our community. Shannon has asked Supt. Jacobs if we could put some flamingos out in front of the schools. Superintendent Jacobs is fine with that and also feels that banners could be effective in advertising the organization and the fundraiser. The cost per banner is roughly \$40/each.

Shannon will ask if Principal Richards could use the flamingos in his weekly shout outs.

On April 11 student athletes will be involved in creating a video that highlights GRSB. Martha Dodge has offered to assist in the process. We are gathering athletes from each of our sports teams. Anyone interested in participating should be available at 4:00 p.m. on April 11.

Karen thought having the athletes hold up signs with music in the background would be effective. This is a very popular avenue for communicating and it may take pressure off the athletes from having to speak in the video. Karen also believes incorporating goals and items on the wish list would be a good way to let people know what fundraisers will be helping. We could also incorporate the committee members in certain spots throughout so the public is made aware of who the committee is. This video will be shared on Facebook, Twitter and Instagram. Superintendent Jacobs believes if the time is close to a five minute video, as long as it is engaging, people will watch. We need to get the message out as to:

What are we trying to accomplish?

What are we doing?

Why are we doing this?

Pam suggested using the pamphlet that is already made. It is engaging and enticing to the eye. Ryan can look for video footage from games that have shown excitement and school spirit. Beth has pictures from basketball games as well as pictures of the Blue Crew. Denise suggested all the athletes form a huddle regardless of their sport affiliation. This will show school spirit. The theme of the organization is "Building an Empire one



Athlete at a Time” so a pyramid was mentioned as a good way to exemplify our focus. Lisa thought the band having exposure in the video would be nice since they support the football games. Mr. Blackman will be contacted to hear his thoughts. Tracy, Ryan, Denise and Pam have all volunteered to assist on April 11th with the video. The flamingo flocking fundraising video is separate from the video focusing on GRSB. Tracy, Denise, Pam and Ryan will all be there on April 11 to assist with the video.

Beth mentioned a document shredding fundraiser that the Masconomet Music Department sponsors. It seems to have generated a good profit. Karen’s husband participates in one of these fundraisers so she will gather further information and present it to the fundraising group at their next meeting.

Ideas for other fundraisers the organization can sponsor: Bring back the carnival from years past, family friendly movie night, Fall themed event to be held at other locations around the community/surrounding communities.

Lisa is looking for adult volunteers to assist with the flocking. The students will be participating in the act of flocking but a parent needs to be there for supervision. A sign up genius will go out.

Next meeting is scheduled for 7:00 p.m. on May 7. Fundraiser Meeting at 6:00 p.m.

MOTION: Ryan, Barbie Linares, (Kelley Coye second) to adjourn the meeting at 8:07 p.m.

Respectfully Submitted,

Barbie Linares

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