

Blaine Youth Football

Mar 1, 2021
7:05 -8:42 PM
Google Meet

Board Members Present

Jennifer Kinney, Darrell Colman, Shawn Robideau, Rick Japor, Jeanne Baker, Tamzyn Grant, Jordan Dixon, Kaeley Cazin

Advisory Members Present

Matt Smude, Mike Law

Community Members Present

Registration

- Flyers for schools? Jeanne talked to McKinley Social Worker and talked about potential for a special flyer targeting free/reduced and/or students they think would benefit from joining organized sports. "You've been invited" discounted rate. Tamzyn suggested a Targeted Social Media campaign as well.
 - Tamzyn will work on creating flyer with brand integration and new logo. Get approval from District and devise a plan with Jeanne for getting them out to the schools to distribute to the students/parents. Will they give to the kids as in past years or send electronically or both?
- Darrell will get Registration ready on the website adding option to buy girdle.
- Smashroutes – Darrell presented proposal to give Smashroutes to all players. Cost is \$4 per player and we will only be charged for players that register to use it. If all players registered, cost would be \$1800. BYF to have monthly challenges with prizes to drive up interest. Voted to Pilot the program for 1 year. All in favor.
- Hudl is available to BYF. Need to pass this along to coaches.

Brand & Marketing

- Tamzyn – Reviewed Proposal and agreed on Mission, Value Proposition, got feedback/buy-in from HS coach to align with HS values. K-12 approach. Tamzyn will work on changing logo and send us options. She will also implement the brand onto the website and social media.
- Darrell brought up potential to share videos of past BHS players talking about the impact football had on them. Share on social media.

Vice President Resignation – All voted to not add an additional board member to replace Scott. Voted Shawn into the Vice President Role.

OPEN Topics – Discuss potential to use HS field for Championship Games once Turf is installed. Coach Law was very supportive of it and will discuss with Garrity.

Next Board Meeting

- Mar 14th 2020
- Location TBD