

## Feb 22, 2024 | [SYA Meeting](#)

Attendees: Jim B, Jennifer B., Jen C, Frank A, Bryon C., Arden, Michelle, Naldo, Tom S, Shaun, Todd B., Liz Y, Lauren C, Lauren W, Jess B, Kenny, Adam S, Josh G., Jen Boardl, Elizabeth E., Mike S., Annie G.

1. **Call to Order:** Jim called the meeting to order at 7:06pm
2. **Motion to Approve December Minutes:** Tom S moved to approve the minutes, Rebecca seconded, all agreed.
3. **Board Member Reports:**
  - a. **Secretary** - Annie asked that everyone continue to provide current contact information / email addresses and let her know if she is using the wrong one when sending emails. Also, there are so many members in the Sports Engine contacts, Annie wondered if they can all receive emails? Yes, Arden pointed out that some community members whose kids have grown still want to stay informed and sometimes volunteer for events. If someone expresses a wish to be taken off the list, Adam S can do that (let him know!).
  - b. **Treasurer** - Arden says SYA has money. Checking: \$24,523.26, Savings: \$1,877.83, Building Fund: \$11,711.81 with a **Total: \$38,112.90**. Starting with 2023/24 winter sports, an updated budget with actuals should be submitted after the conclusion of season. The "Building Fund" is money set aside for a building or property SYA can buy, so it was started years ago but is not actually being used at this time. It could go toward a mortgage or building costs.
  - c. **President:** Jim said Phantom tickets are live and a Sign-Up Genius will be sent out soon.
  - d. **Vice President** : Bryon writes: "[Can we do the Iron Pig grant for the Park \(https://www.milb.com/lehigh-valley/community/facility-grants\)](https://www.milb.com/lehigh-valley/community/facility-grants), would the Township allow it? Any ideas for Community events? Allentown St Patrick's Day parade, Cheer in? Others join to share the word and QR code and/or flyers/business cards" Discussion: Bill K is already working on the Iron Pigs grant and he is not at the meeting so further discussion is deferred. Community Day sounds great so lets start planning this. Bryon is creating a Sign up genius for St. Patrick's day parade so people can sign up to volunteer or just to attend. Regarding sponsorships, Arden had been setting up a sponsorship package so businesses can buy levels of sponsorship. Bryon asked if SYA needs a Fundraiser chair. Mike S volunteered to assist Arden and Bryon with creating sponsorship packages and he can be an informal resource with anyone needing assistance with fundraising. For help with fundraising, contact Bryon who can then get you in touch with Mike S.
  - e. **Communications Officer** : Adam told the Board that if anyone wants something posted on the website or social media, email him at [webmaster@syasports.net](mailto:webmaster@syasports.net). Specifically, if someone wants him to take pictures at practices or games, let him know he will take pictures with a loaner camera. He was able to procure a very

good loaner camera although he may need to buy a special lens for capturing action shots. He also said there are options for different kinds of reports that can be generated using Sports Engine. The Urban Air fundraiser is set up through Sports Engine. In response to a question about whether SYA still has letterhead, Arden asked Adam to create a template for a new SYA letterhead.

- f. **Administrative:** Frank spoke with Jim Lavernia at the township Public Works about the building on River Rd. that SYA will be using. The township will try to put in doors and paint and do electrical work. He gave a ballpark figure for underground electric services (materials only) of \$5k. This should include lighting and outlets. Jim asked if we can get materials donated if we get a list of the materials we need. The \$5K can come out of the “building fund.” The building is 46’X46’ but it needs lots of work (too much work to put the \$7K new cheer mats in there). The township says SYA can use the building for however long we want.

#### 4. **Old Business**

- a. Iron Pigs Update (Arden) - Game is on May 10th. Marketing will begin at the end of February.
- b. Urban Air Update- Between Bill and Adam it seems taken care of, live on the site now.
- c. Fundraiser Chair: see Discussion under “Vice President.”
- d. SportsEngine use: see Discussion under “Communications Officer.”

#### 5. **New Business**

- a. Bylaws Review (Bryon): Proposed new bylaws were distributed to attendees. Changes were reviewed. Some questions were answered: 1140 Salisbury Rd. continues to be the official address for SYA. Terms for Officers could run from Jan-Dec for some titles and July-June for others so not all Officers leave at the same time. Another suggestion is to make the terms for some Officers start on only even years and the rest start on only odd years. The expiration date for each director should be added, which is two months after the second year of their program ends. It was agreed to keep in the bylaws all current requirements for joining the Board. It can be clarified in the Bylaws that Directors or anyone really can generate grant applications as long as the Officers have approved it. Regarding audits, it was agreed that a free consultation or audit may be completed if the Board appoints a committee to conduct it or otherwise requests an audit, but it will not be automatically mandatory. Updated bylaws will be sent out to the Board, everyone must get any suggestions or changes to Bryon and Annie by March 7, then we will make them available for SYA members to review. We need to read them at three consecutive meetings before a vote can be taken.
- b. Wiffle Ball Tournament (Arden): Laubach will not allow alcohol so it will probably be in Emmaus. There will be two brackets in the tournament, one for 12-16 and one for 16+. We need to work on food, beverages and sponsors. Arden is hoping to get the police and fire departments to have teams. It would be a general fundraiser (not allocated to a specific sport). SYA can sell wristbands to eat all day or to drink all day and it should generate a good profit. Looking for volunteers, committee members, donations. EYA is working with Bryon to look at dates / availability (timing is not set for this yet). SYA will do registrations fashioning it after Emaus’ wiffle ball tourney.

- c. SYA Community Day (Shaun): Community Day is booked for May 4th at Laubach. It should not interfere with baseball as it is in the afternoon (12pm-5pm). Soccer did a similar event but smaller last year, it was very successful so now they are looking to have everyone involved. Naldo will do a pick up basketball tournament, perhaps there could be a mini flag football tournament. The concession stand will be open and maybe SYA can get some food trucks. Shaun has already elicited 24 items to be donated for a basket raffle. Maybe get a DJ? Wrestling could possibly showcase. Anyone with ideas reach out to Shaun. .
- d. LOGO/Brand usage & marketing (added by Arden): Deferred

## 6. Directors' Reports

- a. **In- House Baseball:** Kenny writes “[Low registration numbers. Extending registration. Free Fall Tee Ball Program. Free Tee Ball Spring 2025. Saving the minors division. Clarity in the processes of soliciting sponsorships. Access to information/inventories/budget for In-House Baseball. Working with Soccer for Community Day. Figuring out schedule and start date. Also exploring a clothing sale similar to what basketball did this season. Addressing concerns about the upcoming season.](#)” Discussion: Kenny noted that the main reasons he has been told people are not returning to SYA this season is that they are going to Fountain Hill, Emmaus or the free Hamilton Park program. The Hamilton Park / Emmaus / Macungie programs are much closer for people who live on the West side (of S.T.) and apparently all of these programs are less expensive than SYA (at least for T-ball). Registration will be extended for two more weeks. Kenny has talked to Uneek who can print uniforms with a 2 week turnaround so there should still be time between registration and the start of the season. He is waiting to hear quotes from two other vendors. In an effort to reduce the cost of the program, especially for the only 17 kids signed up for Minors so far, maybe the Minors program should be run like a camp and then cut the cost for Minors in half (this would involve returning 1/2 of those registration fees). Tee-ball has 27 signed up so far, he would like to make 4 teams, even if smaller, with an All Star game at the end instead of a playoff. Arden says we can use Devonshire or the softball field at the middle school to offer fields for the West side families. Kenny shared his idea for a Free T-ball program in the Fall, paper only registrations can be used to avoid the Sports Engine fees. He would be targeting incoming kindergarteners. He asked if the SES field can be shared with softball, Michelle says maintenance of that field is very difficult. Arden compared this idea to the skills and drills program they used to run. Arden also mentioned that Parkland has a league for minors as well and perhaps SYA could contact that league for our Minors to play in.
- b. **Travel Baseball:** Bill writes “[Registration is ongoing and typically low until basketball season ends. We will again extend registration. Indoor workouts will begin at Aux Gym starting 3/11. JCM and CM registrations will go live soon. Just received our \\$2000 donation from Dicks Sporting goods, I ask for \\$5000. 20% Coupons will go live the week of 3/22. Going through IronPigs Community grant and have begun the process of filing the grant form out. Will share with everyone for any additional input. Working on Adult Alcohol Raffle baskets to](#)

support SYA Baseball. Hoping to collect 10 baskets with various bottles and tickets will cost \$10 per ticket” Discussion: Regarding Junior Connie Mack and Connie Mack, Jim talked to Dan and there is likely not going to be a legion this year. Jr Connie Mack and Connie Mack will not have access to that field so we will need to contact Fountain Hill.

- c. **Softball:** Discussion: There are 20 registrations for softball so far, most for the 10U, almost enough for 8U, there are enough volunteer parents to have two 10U teams, still need more registrations to build up teams. Only two 12U players signed up, probably won't be a team because some of last Spring's players have left to go to travel teams. Fall was bad for 8U due to weather and scheduling issues, Wawa coupon will be a fundraiser. Michelle is organizing an SYA “mom's night out” at Painting with a Twist.
- d. **Soccer:** Shaun and Lauren write “Soccer registrations are going to remain open until 2/29. As of today we have 159 registrations. Almost every age group has enough signups to run two teams (U9 and U11 are both very close). Unfortunately, due to low signups, it doesn't look like we'll have enough players for a U15 season, so we'll refund the money of anyone who has signed up once registration closes (currently 6 registrations for \$658.61). We're hoping to begin practices the week of 3/18 or 3/25, weather permitting. We're still waiting to hear when the league meeting will be held so that the schedule can be set for the season. forward, we are working on getting grants and sponsorships to purchase new equipment and offset registration costs, opening discussions about creating a travel league, exploring a clothing sale similar to what basketball did this season, and discussing the possibility of getting a grant to renovate Dodson and turn it into an additional lighted soccer field.” Discussion: Can lights be put up at Dodson, perhaps with the Iron Pigs grant? Bill Kao has been working on that grant for improvements at Laubach however nothing can actually be done without the approval of the Township. Note: the Township will not even consider improvements for Franko because it is considered a “passive park.” Other ways to generate money are possible St. Lukes sponsorship, target grants, BMW sponsorship, etc. (they need to come up with a proposal) and a clothing sale. There is a very persistent salesman from Sports Deck who constantly calls and texts several people, including Jim, Jen C. recommends being very blunt with him in telling him to stop calling/texting.
- e. **Football:** Discussion: Jim has been in contact with Kevin, the new High School Football director.. Anybody who knows anyone who wants to take over a football program and start it up from the beginning, have them contact Jim. We may end up having to start a ground up (not league related) flag program, or just skills and drills and speed camps. Maybe a camp over this summer, if there is a new director to run it. Tom also asked Kevin to come to the Ice Cream Festival and set up an information table. Naldo points out that there was a ton of interest in flag football who have nowhere to go now because Saucon Valley will not allow anyone outside the school district anymore. Naldo doesn't mind taking the league on starting up a flag league within SYA.

- f. **Basketball:** Arnaldo writes: "Basketball season is coming to an end. All seasons end on 02/25. Banquet will be on 03/01. Other directors are encouraged to attend, in order to get the word out on their spring sports. No jersey return this year, as we are moving to all custom jerseys beginning in fall of 2024. This will save the association space and storage expenses, as well as ensure newer jersey every season for our players."

Discussion: The in house program ended tonight (2/22). The banquet is at the SMS cafeteria 5:30-8:30 on 3/1. Naldo, would like to do Summer or even Spring basketball programs as there are a ton of leagues out there in the summer and there is interest among SYA athletes and coaches to run teams in the summer leagues. Jenn B. and Naldo will work on that. Jim got a complaint about one of the 7-8 grade playoff games from someone at Hokey. Everyone at the meeting who had also been at that game explained to Jim that the refs called the game with 4.5 seconds left, which prompted the other team to complain. It did appear as though the refs did not know the league rules and had not been stopping the clock, however it was not a close enough game to make a big difference. Naldo pointed out that nobody complained to the Rising Stars league about it so it must not be too serious of a complaint.

- g. **Cheer:** Rebecca writes: "Cheerleading gearing up for Allentown St Patrick's Day Parade. Working out plan for this coming cheer season since football doesn't seem to be coming back to SYA, and ACC was not a favorite of many of our families. "

Discussion: Orders for the new floor mats will be placed tomorrow (2/23/24), they are \$7K. A space will be needed to lay out the new mats and keep them out, to facilitate all the practices. There are 7 panels and 4 different teams need time slots to practice with their own music. The new panel mats are too wide to fit through the door in the SES cafeteria so that is not a viable space. Since "mini tykes" has not been popular with SYA families, the cheerleaders don't have a team to cheer for. The upcoming season may need to transition to competition. Even if they move to competition, some of the girls will need to cheer at some sport event of SYA in order to be eligible to compete. Registration will go out in May. Becca plans to host a parent meeting or two in April to explain the move toward competition. Any other SYA teams who might want to participate in the St Patrick's Day parade are welcome, just let Rebecca know how many. Regarding fundraising, the wreath fundraiser and gift card lottery have worked well in the past and will be continued. The girls need updated uniforms that are not falling apart.

- h. **Wrestling:** Tom said the season has wrapped up nicely. At the JV Championship they had 8 kids competing and 3 who placed, 2 out of those 3 went on to the varsity tournament and one took first place! They all did a great job. Trophies are ordered for their end of season celebrations. Tom made the motion for Liz Young to become the new director, Annie G seconded, all agreed. Welcome to the new wrestling director, Liz Young!

