The Meeting of the Athletic Committee was held at the Blake Building, 25 Ogden Street, West Haven. Chairman Mark Palmieri called the Board meeting to order at 7:31 p.m. The meeting opened with a pledge to the flag.

COMMITTEE MEMBERS PRESENT:  
Mark Palmieri, Chairman  
Howard Horvath  
George Monahan  
Krista Pickering

BOARD MEMBERS PRESENT:  
Robert Guthrie  
M. Toni Paine  
Eric Murillo

ADMINISTRATION:  
Assistant Superintendent Neil Cavallaro

Chairman Mark Palmieri, this is the Athletic Committee meeting, the members are Howard Horvath, George Monahan, Krista Pickering and myself. Also Mr. Guthrie is here and Mr. Murillo. The reason I called this meeting, what I am looking to do is just change the policy from banning advertisement. That’s all I am looking to do at this point. With the help of Mr. Conlan, Mr. Everone, and Mr. Capone, we will research what other schools are going to do. That’s all I’m looking to do at this point and then bring it before the board.

Mr. Robert J. Guthrie: I am not on your committee, but you don’t need to change a policy to go research the information, it has been done in the past. I don’t know how current the information is. I don’t know if there is still anything floating at the rink The Rink was more specific we sat down and I may still have copies of some of that stuff at home. We tried to find out if it was cost effective to put stuff on the dasher boards. Based upon the set up the maintenance, how you replace if they are damaged. At the time I think there are 32 dasher boards?

Mr. Conlan: I don’t know the answer to that, it sounds about right.

Mr. Robert J. Guthrie: You would need to sell roughly around and continue to sell 21 of the thirty to make it worth your while. Otherwise you were inverted. So you have the power by committee whether it is sub-committee or a few people, or you work with Mr. Everone or Mr. Conlan to go research what other district do, if it makes sense bring it back as a proposal, say this is what we can sell at the stadium and make X amount of dollars. Then there is the clerical piece, who handles the checks and that stuff. If you are paying attention to Milford, they are in a little bit of a jam, how they are spending the money. So you may want to think some of these things through. You certainly have the power to act; you don’t need to change a policy at the moment to research the idea. There
is no harm in researching the idea but again figure out how many banners, based on Baseball, Softball Fields, Football Stadium, Rink and then figure out roughly the cost. Then you would need to contact someone design the boards. I think at the time we contacted Mr. Sign on New Haven Avenue. Again that could go out to bid.

M. Toni Paine: this isn’t anything that the High School print shop could do?

Mr. Robert J. Guthrie: no, we would have to go professional.

Chairman Mark Palmieri: I not looking to do the background, all I wanted to do before this meeting was change the policy.

Mr. Robert J. Guthrie: Because you can’t change the policy through the Athletic Committee, has to go to policy committee.

Chairman Mark Palmieri: I’m not looking to change it today

George Monahan: Mr. Chairman I agree whole heartily with your intent to consider the possible benefit to the district with some advertising. Obviously some research has to be done to see; you know you don’t get something for nothing. There are pros and cons to this and other districts have chosen to adopt this type of program but other districts have also chosen to completely ban it. Like West Haven has to date. But as Mr. Guthrie said we clearly as a committee could do some research and come forward with some evidence, come forward with the potential benefits to the district verse the con. Then request the Policy Committee to amend policy to allow us to go forward. Then they would bring it to the board as a whole as a policy issue. But I think we need to do some more homework and show in great detail the potential benefit to the district. I have done some research on it myself as Chairman of the Policy Committee because we did review this the last few years. Now as a member of the Athletic Committee I dug that out and have reviewed it. I am anxious to hear some more current information and some more data. I think it goes on beyond having just people here from Athletics as well, because advertising, depending on the nature of the advertising as we started to talk about earlier if it involves a food product, such a Coke. We talked about Coke being very involved nationally with scoreboards and advertising support to school districts. They have a special program within their corporate called partnering with school districts. There is a lot that goes with that. I think we would have to bring in our food service director as well. Ask them what impact it would have if we had a food product as a sponsor with in our district. Milford did this, and I could share a little information about what they have there. They did sign advertising contracts with Coke Coke did not provide a main field scoreboard, but they did provide scoring tables for use in their basketball program. That was equipment that they needed. Coke provided those.
I understand where Coke has a program where they will provide those a kind of their give back to the community. They do not have the Coke name on it what’s so ever. They just kind of donate this equipment. You get on a list; they review the need that particular district has and they give away that type of equipment. Now, how fast you move up the list or where you are on the list is probably linked to whether you want to go to plan B of their program. Which is the partnering program. Which is what Milford did. They gave Coke an exclusive seven year contract for the purchase of all beverages within the district. They did get some additional perks from that and they do get some revenue as a result of that program. For the first three or four years, they got approximately sixteen thousand dollars. For the later three years, when ever the separation took place. They get twenty-four thousand per year. As Mr. Guthrie alluded to if you talk to Milford, we talk to the Superintendent over their and the people on the staff. They ran into some extreme difficulty because initially these funds were allocated for Athletics, for the expensive prime sports, you know like football, baseball. In our case Hockey or whatever. Then some of the lesser sports started to feel slighted. People within the community stated o complain, what about golf, what about cross country. Then the extra curricula people got involved, what about our Arts department, you can see where this went. So what Milford chose to do now, by accepting this advertising dollars, they actually took the extra money and put it into one general fund for all extra curricula activities.

Mr. Robert J. Guthrie: They wanted to buy band instruments, just a few weeks ago.

George Monahan: So that’s what they chose to do and I think that’s where you’re really headed. It does go beyond just Athletic and advertising revenues we may be able to get would be a plus. But I think we need to do a lot more homework to see what we would get, what could we get. What is the potential expense of getting those benefits?

Robert J. Guthrie: Another problem, part of what Milford has is the Rink, and the Stadium accounts are considered enterprise accounts. The board of Ed can not roll over money. Milford. If they were able to do it, they could put it in a project or an up grade. But as an enterprise they sort of control their own money. So if we were bring money back, perhaps it is going to go to off set some expense at the stadium or Rink. Milford does not have that.

Assistant Superintendent Neil Cavallaro: Bob, you would see that as an advantage, that we could put the money right back.

Robert J. Guthrie: right, because they are enterprise accounts, their money can be handled differently. It can stay at the Rink; it can stay at the Stadium. Just maybe another problem, some of the coaches and the players at the time, Mark. This goes back, picture a bill board that says home of the Notre Dame Green Knights playing the Amity Spartans. There was a strong feeling at the time, maybe times have changed. But no one wanted to
see those ads on the billboards. However if they pay and they are also paying to rent the ice. You have a fine line there. Just be prepared for that argument down the road for those other teams. So people took it very personally. Specifically some coaches, it will be a hot issue let me tell you that.

Krista Pickering: wow, just to generate a little bit of money.

Howard Horvath; at the end of the day, how does Milford think. It sounds like we would have to speculate. Because it sounds like it’s no good amount, feel about the deal that they did.

Mr. Robert J. Guthrie: I think they feel they did ok, but I don’t feel they are in the opinion that it is going where they thought the money was going to go.

George Monahan: to answer your question Howie, they have a different opinion today then when they started. If they knew then, what they know now, they clearly would have thought about it a little longer.

M. Toni Paine: well we have the advantage of knowing now.

George Monahan: yes, an obviously they are thrilled with the benefit of getting these additional dollars but they did have to sign a seven year contract, exclusively for their beverages across the board. According to our food director brings complications to his jurisdiction.

Krista Pickering: So the Rink would have to sell Coke, the Stadium.

George Monahan: Any beverages sold in the board of Ed in Milford had to be Coke products, which includes the signing water, juice.

Howard Horvath; you might want to try for just the scoreboard. Then you don’t owe them anything except maybe their sign on the board.

George Monahan: They don’t want their name on the board; they don’t put it on the scoreboard.

George and Mark talking at the same time, but agreeing that Coke does not want name on scoreboard.

George Monahan: that’s the one I was talking about, that’s their way of giving back to the community.
Mark Palmieri: We would just have a football scoreboard.

Chris Everone: They would give us a scoreboard and they don’t want their name on it, but we have to buy product from them.

Howard Horvath; so, there is no way around that.

M. Toni Paine: Is it unique to Coke, is Coke the only one who does this? Does Pepsi do it?

Chris Everone: yes, Pepsi does it to.

George Monahan: Pepsi just started doing it

Chris Everone: they will donate a scoreboard; they have no problem doing that. Because they want Coke

M. Toni Paine: Are they basically doing the same thing, do you have to sign a 7 years contract or maybe there is only 4 or 5 years.

Robert J. Guthrie: The other thing you have to think about is what if the state passes banning all soft drinks.

M. Toni Paine: I thought they were about to do it.

Assistant Superintendent Neil Cavallaro: sign quickly and hope they pass the law.

M. Toni Paine: Is that anywhere, even at the Athletic events?

George Monahan: anywhere with in the Board of Ed complex. There are some federal guidelines on the subject of nutrition in schools that kick in June and no caffeine products can be sold in any school district anywhere in the country.

Robert J. Guthrie; I just wonder how that’s going to……

Chairman Mark Palmieri: If they have the water

George Monahan: water and juice

Chairman Mark Palmieri: and power aid

George Monahan: that’s true and sports drinks.
Robert J. Guthrie: power aid is supposed to be gone to.

Chris Everone: just juice, like minute maid

Chairman Mark Palmieri: they’re going to have to change their program to; they won’t be able to make the same revenue. To market through the high schools.

Chris Everone: Myself and Harry, as far as buying the stuff from Coke. We don’t purchase it. The person in charge of the concession does.

Krista Pickering: that was my other question

George Monahan: they’re independent, right

Chris Everone: they’re independent.

M. Toni Paine: but you could have it in the contract.

Chris Everone: Harry has Coke to

Harry Conlan: No, we don’t

Chris Everone: you changed to Pepsi, it a choice

Krista and Toni: but we could have it written that way.

Harry Conlan: the woman negotiated her own deal.

Chris Everone: we could set it up.

Assistant Superintendent Neil Cavallaro: I know where Mark wants to go with this, but are we looking to just limit this to the Rink and Stadium. I know more research needs to be done obviously. We are looking for this on limited bases at this point. I don’t want to do it district wide, cafeteria, and elementary schools.

Chris Everone: I think it is more cost effective to do this at the complex, so offense to you Harry. Because there is less maintenance involved. Putting on the boards at the Rink. These are going to be banner that can be hung.

Robert J. Guthrie; He has to buy the glass to put over them. It’s expensive

Harry Conlan: very expensive
Chris Everone: exactly, someone wants their ad off you have to scrap it off the boards. At the stadium you just take the banner done.

M. Toni Paine; they can’t be hung around the outside perimeter at the Rink?

Robert J. Guthrie: No, the fire Marshall won’t allow it.

Chris Everone: at the Rink you have very limited space.

Assistant Superintendent Neil Cavallaro: you’re looking for the outfield

Chris Everone, the softball fields, baseball and football stadium. The other thing I need to look into

Assistant Superintendent Neil Cavallaro: What would you do at the football stadium?

Chris Everone: you could do it right around, you can do the end zones. But I have to find about the CIAC hosted rules, when they have sponsors.

Chairman Mark Palmieri: I’m 95% sure you can do that. You don’t have to take them down. They are using our facility.

Chris Everone: But they are renting it and paying for it. I am going to call and find out. What if we have banner up? Because they come and put their banners up. It only applies to football.

M. Toni Paine: When you rent it out, they are allowed to put their banner up, even though we don’t allow.

Chris Everone: their sponsoring the event.

George Monahan: they’re renting our facility.

Chris Everone: it’s not our event

Harry Conlan: we never allowed them to put banner up, so I learned something new.

Chris Everone: only CIAC, football and basketball only.

Chairman Mark Palmieri: I what I’m looking, is one step at a time. I think we are going a lot further. I’m just looking to get that score board, I’ll be honest lets take one step at a time. As far as anything else, Yeah, there defiantly needs to be a lot more research.
Take one thing at a time and look at the scoreboard. If they change it, they change it; we get a free scoreboard, well have a new sound system. I grantee we will squeeze in some speakers. So that can be utilized. To hear Steve Dargan announce a game once and awhile. I don’t know how many people hear him, but it’s a little groggly. It breaks up and so forth. We can’t hear the music; you can’t even use it for graduation.

George Monahan: Have you asked Coke specifically what they look for to donate a scoreboard.

Chairman Mark Palmieri: No, like I said I came here tonight from the committee to get to bring back the board to move ahead.

George Monahan: which we can do

Chairman Mark Palmieri: that’s all I am looking to do, then go farther and start doing our research.

Krista Pickering: what if we decide as a committee to have you go talk to Coke and see

George Monahan: He can do that

Krista Pickering; we don’t have to change the policy to do that. I think you have a better chance if you say Coke is going to give us this. This is what our contract would be, this is what we are going to get.

George Monahan: and I would suggest at that point, because Coke is going request some kind of product sale. Then we need to involve our food service director and say how does this impact you?

Chris Everone: last year we did speak to a person from Coke who was pretty high up. He said we will give you a scoreboard, but we have to seat down and talk. He called with Paul Tortora and Paul Tortora said I don’t want to meet with you. We are not interested. We have to sell soda at football games.

Krista Pickering; I think it’s only during school hours.

M. Toni Paine; yeah, it can’t be after school.

Howie, Mark, Chris, Bobby, Krista, Neil, and Toni all talking at the same time to different people. But agreeing that sports events should have soda.
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ATHLETIC COMMITTEE
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Harry Conlan: the concession at the Rink, she is in charge of it, you would have to change that in the contract.

Chris Everone: In the contract it says he can’t open until school closed.

Howard Horvath: So we want Mark to go get the deal with Coke about getting the scoreboard. Like you said one step at a time and then let’s come back and talk about it. Figure out if it’s a good deal or not.

Robert J. Guthrie: Mark, work with your committee, work with Mr. Everone, Mr. Conlan and bring it back.

Chris Everone: last year they were interested, I don’t know about now. They wanted to meet with the Superintendent and he wouldn’t do it. We can talk to Pepsi to, but we already have Coke in the system.

M. Toni Paine: where? At the stadium.

Chris Everone: all through out the system

George Monahan: Before you start talking to Coke, maybe make an informal to:

Chris Everone: Pepsi?

George Monahan: no, not Pepsi. A call to Alan Belchak saying we are looking to start some basic discussion with Coke. What reservations do you have up front, if we have to? In some form issue a contract for beverages. Get some of his reservations up front. He may be able to share some numbers with you, how much water he is buying, that type of thing. That would aide in your discussion with them.

Robert J. Guthrie: Mark, you want another suggestion? Just check with the City if this would have to go out to Bid. Because you are accepting something greater the $3,500.00. I don’t know.

M. Toni Paine: you mean because of the scoreboard.

Howard Horvath: I would not think a scoreboard

Chris Everone: There at thirty five thousand, this is the high end. Everything.

George Monahan: With all do respect Harry; the Chairman has decided he wants a football scoreboard first.
George Monahan: so you’re on the waiting list.

Chairman Mark Palmieri: that was an easy one.

Chris Everone; the reason it is so expensive is, it is one of the high end ones you can get.

Chris Everone: We have so many games and this little scoreboard and people are like whose winning. I’m like I don’t know. One other thing as far as advertising, I think we can get local people, local businesses. I think I could that would make more money for the Rink and Complex. $500.00 for half a season, you could charge $1,000.00. That’s pretty decent money. I would like to keep everything uniform with the banners. I would get it from the same place.

Eric Murrillo: How much do these banners go for?

Chris Everone: Add it on to the price. $150.00.

Chairman Mark Palmieri: I granteeyou can draw some local business’s

Chris Everone: we have a lot of bars in West Haven; we can put restaurants but thing s like the thirsty turtle.

Harry Conlan: you could never eliminate the restaurants.

Chris Everone: Shop-Rite, the new Stop & Shop

Assistant Superintendent Neil Cavallaro: I’m sure Craig Winkle.

Chairman Mark Palmieri: I sure there is plenty of business’s.

Harry Conlan: Verizon, singular,

M. Toni Paine: yeah right there.

Chairman Mark Palmieri: Once again we are getting ahead of ourselves.

Assistant Superintendent Neil Cavallaro: maybe sending a survey to local businesses We have a vendor list here, if we could get that out. Then if there were enough interest, then it would be worth changing a policy.

Chris Everone: places we do business with not just in town.
Chairman Mark Palmieri: Yeah, Ivy League Landscaping, they whack us. Ok, any other Discussion? No Discussion

Chairman Mark Palmieri: May I ask for a Motion to adjourn
Krista Pickering made MOTION, SECONDED by Howard Horvath
Meeting adjourned at 8:02 PM

Chairman Mark Palmieri: Thanked everyone for coming.

Minutes subject to board approval

Respectfully submitted,
Rose McDonnell
Board Clerk