Rochester School Board
Special Services Committee Minutes
School Department Board Room
September 15, 2016

DRAFT

Members Present:	**Members Absent:**	**Also Present:**
Mr. Robert Watson, Vice Chair	Mrs. Karen Stokes	Mr. Michael Hopkins
Mrs. Amy Malone	Mr. Travis Allen	Mr. Kyle Repucci
Mr. Thomas O'Connor		Mr. Paul Lynch
Mr. Raymond Turner		Mr. Matthew Pappas
		Guests & Public

Mr. Watson called the meeting to order at 6:30 p.m. with a quorum present.

Approval of Minutes
Mr. Turner moved, second by Mr. O'Connor, to approve the minutes of the August 18, 2016 Special Services Committee meeting. The motion passed unanimously.

Attendance Sub-Committee – No Action Required
Mr. Kyle Repucci, Assistant Superintendent, reviewed the first Attendance Sub-Committee meeting; all schools were represented. They will meet again November 8 and more information will be shared at the November Special Services Committee.

Fall Wrap-up Meeting with Athletic Director – No Action Required
Mr. Kevin Hebert, Athletic Director, will attend the November 17 meeting and cover the requested information with the additional request of a preview of winter sports.

Middle School Soccer Update – No Action Required
Mr. Repucci gave an update; participation numbers are higher than expected.

Protocol for Removing a Sport – No Action Required
Mr. Repucci explained that the problem is not with removing a sport but with being sanctioned; we would have to think ahead more than a year to cut a sport. A list of all sports per season with participation numbers was requested for the next Special Services meeting.

Protocol for Adding a Sport – No Action Required
It was suggested that a sub-committee be formed with parents, students, coaches and lead by the Athletic Director. Mr. Repucci will follow up on this.

Ways to Financially Support Athletics – No Action Required
Mr. Hopkins and Mr. Repucci reviewed information on Side Effects; a company that establishes revenue for schools by selling advertisement on scoreboards. The Committee would like data on how much revenue is possible from this. Data was also requested to be presented at the November meeting on best practices around the country with back up data, play to pay data, and data on what other schools are doing to fund their athletic programs. In addition, the Committee would like a list of the current scoreboards with age and cost.

Bus Drop-Off Protocol – No Action Required
Mr. Repucci explained the current practice is that kindergarten students are not allowed off the bus without an adult present. Mrs. Carrie Morin, terminal manager for Student Transportation of America, explained how the current process works. We will move forward to expand that practice to kindergarten through grade 2 students.

Public Comment
Ms. Melissa Shaw inquired about the time line for expanding the drop-off protocol requiring an adult to be presented through to second grade students.

Ms. Ericka Koucoules stated that she feels a district wide policy should be in place to standardize the procedure of how childcare forms are handled at the school level.

Other
None

Mr. O'Connor moved, second by Mr. Turner, to adjourn. On a unanimous vote, the Committee adjourned at 7:07 p.m.

Respectfully submitted,

Mr. Robert Watson, Vice Chair

MS Soccer update

• RMS has enough interested students for both a boys and girls team. There are 20-25 boys and 20-25 girls.

• There are more middle school boys teams then there are girls teams at other schools. There are some coed teams, but most of those teams play boys schedules because the teams are made up of predominately males.

• Currently, the boys have a 8 game schedule and the girls have a 5 game schedule. We will be looking to add a 6th game to the girls schedule (again due to lack of all girls teams).

• Practices have started the week of September 6th

Draft Protocol previously submitted for adding a sport:

- DO WE SERVICE THE PARTICPANTS IN ANOTHER PROGRAM (CITY/REC)? IF YES, THEN NO ADDITION WOULD BE MADE.

- DO WE HAVE FIELD AVAILIBILITY/GYM SPACE? IF NO, THEN NO ADDITION WOULD BE MADE.

- IS BUSSING AVAILBLE FOR THE ADDITIONAL SPORT? IF NO, THEN NO ADDITION WOULD BE MADE.

- CAN TEAM COVER THE COST OF FIELD MAINTENANCE, OFFICIALS, EQUIPMENT AND UNIFORMS? IF NO, THEN NO ADDITION WOULD BE MADE.

- IF APPROVED BY THE SCHOO BOARD, TEAMS WOULD BE REVIEWED AFTER A THREE YEAR PERIOD TO DETERMINE FUNDING AND OTHER NEEDS.

Ways to financially support Athletics

a.) There are companies that offer scoreboards that have rolling advertisements on them (in LED) with scroll features. Advertisements would be sold to area companies and they would be utilized during that season.

• (see attached)

• They are popular out west but they are heading east according to my Scoreboard representative.

• Both our stadium field scoreboard and SHS gym scoreboard need replacement so this could be a way to create revenue in the future.

• In regards to funding athletics: the two most popular methods is taxpayer dollars and user fees. Some programs offset cost with advertising. Currently 5 of 13 Division I schools have a user fee.

• Please note Poulin Chrysler Jeep has set up a Facebook page and if we receive 2500 likes, we will receive a donation of $2500 towards the athletic department. We receive $1 per like up to 2500. It's their way of giving back to the community. Thank you to the Poulin group for their generosity.

b.) Previous solutions to reduce the cost associated with athletics:

- Pre-season transportation is funded through Booster groups (MS Baseball, MS Soccer, Bass Fishing, & Bowling are the only sports that provide their own transportation)

Side Effects

Developing Sponsor Relationships With Schools Since 1996

2015 SIDE EFFECTS INCORPORATED

**$30 MILLION** GIVEN TO SCHOOLS {$2.4 million in 2015}

1,200 + projects {110 new in 2015} 34 States 45 installations

Side Effects benefits:

- Free athletic equipment
- Free cash & fundraising
- National & regional sponsors
- Build school brand in your community
- 20 years of trusted success
- 4,000+ current sponsors
- Boost school spirit
- Alleviate fundraising from coaches & athletic directors

Our products at no cost:

- Scoreboards
- Scoring tables
- Digital tables and cabinets
- Wall wraps
- Wind screens
- Message centers
- Cash
- And more!

We do all the work:

- Designs the project
- Contracts sponsors
- Designs artwork
- Collects payments
- Orders equipment
- Renew & replace sponsors
- Customer service

School Responsibilities:

- Installs the equipment (if applicable)
- Fulfills optional incentives

259 Industrial Drive
Franklin, OH 45005

p 937.704.9696
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www.sideeffectsinc.com

Our Mission:

To develop and nurture relationships within communities while making a difference, serving Christ, and positively affecting people's lives.

Matthew 5:16

Why Side Effects

86% of Athletic Directors are concerned with funding –
"The loss of state funding will have a negative impact on our programs for student-athletes. These programs save kids' lives, yet they will cut them if money is an issue." *Coach & AD Mag. 2016*

The Side Effects Process

1. We work with you to find a perfect solution for your needs.
2. We design the project and find businesses to pay for the equipment through advertising.
3. Once sponsors are found and art is received, we order, produce, and ship the equipment. You install the equipment.
4. You receive revenue over time while the sponsors receive valuable advertising.

Contract Terms

- 10 year contract
- 50/50 revenue split
- No solicitation fee
- School approves sponsors
- The School owns the equipment upon delivery and takes advantage of the manufacturer's warranty
- The School receives cash once equipment is paid for out of the school's revenue share

Contact Us

Contact Nicole Davis for sponsorship development details:
Nicole@sideeffectsinc.com W: (937) 704-9696

"Working with Side Effects is one of the best decisions I've made as an Athletic Director. Free scoretables, scoreboards, a wall wrap, AND revenue to the school! Can't beat it!!

Matt Shomper
Tippecanoe High School, OH

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-Jon Zwitt-
Center Grove High School, IN

"I didn't have to lift one finger during the entire project. The original arrangements and the decade of organizing sponsorships have been seamless. Three scorer's tables and countless advertisers later, it has blossomed into a very profitable endeavor for both parties. I could not give them a higher recommendation."

-Ronald Pavlechko-
State College Area School District, PA

"I had a very positive experience with Side Effects. We have one completed project and a new one in the works. The staff is very professional in their interaction with our school and community. They are committed to helping our school district succeed in our sponsorship endeavors."

-Phil Dorman-
Platte County High School, MO

"I was very skeptical. When our old baseball scoreboard quit working, I decided to give them a call. They handled everything. I did not have to make any calls or have any additional work to my already busy schedule. Things went so well with the baseball scoreboard that we decided to partner with them on getting a scrolling score table for our gym. I would highly recommend them."

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Athletic Director Testimonials

-John Magrino-
Dr. Phillips High School, FL

"Side Effects has updated all of our facilities with new LED football, basketball, and baseball scoreboards. Side Effects makes me look so good!"

-Bill Regnier-
Bedford High School, MI

"I banked on your integrity and you have not let me down."

-Charlie Karazsia-
Linton Stockton High School, IN

"We have now had our scorer's table for 5 seasons and it still looks great. We receive compliments on it all of the time. The revenue we receive is outstanding and if we ever have a problem with the table Side Effects is right there to fix it. All of the raves I heard about the company are true."

-Paul Snow-
Maryville High School, MO

"Working with the folks at Side Effects was simple. We were able to design the scoreboard that we wanted and they did everything else, from the artwork, delivery, installation, and securing the advertisements from businesses within our community. I would recommend you give Side Effects a call and see how easy it is to make your facility improvements happen today."

-Keith Lane-
Pueblo West High School, CO

"The relationship has been outstanding. Side Effects stood behind their promises and delivered everything I asked for. Great company to work with. Highly recommend any school or school district to do business with them."

-Clint Rauscher-
Cambridge Springs High School, PA

"Although we are a small community they were able to secure advertising and provide us with a fantastic table. They were professional and efficient and provided us a renewable source of revenue for our athletic department. Great experience, hope to have them get us a scoreboard next."