

Mr. Rasmus called the Millville Area School District Co-Curricular Committee Meeting to order at 6:00 pm.

Those present in the High School Library were Joseph Rasmus, Superintendent; William Berger, Co-Curricular Committee member; Rachel Verstraeten, Athletic Director; Matt Mills, High School Principal; Kelly Stiner, Athletic Association leadership and parent; Brandi Roberts, Athletic Association leadership and parent; Don Keefer, security personnel and community member; and Chelsea Rosenberger, Board Recording Secretary.

### **Review of 2024 Fall Athletic Programming**

- Mr. Mills began by giving an update on the fall athletic season. He shared that the varsity soccer teams both had a good season, qualifying for districts and with the boys soccer team winning the semifinal round. Additionally, he explained that the district entered into a cooperative arrangement with Benton for girls varsity soccer this fall as Benton did not have enough players to maintain play. He also explained that we had trouble scheduling junior varsity games this fall and that the district may want to reach out to some larger schools to add more junior varsity games or have some Saturday play dates with round robin games that each school will get to play two JV games.
  - Mr. Rasmus asked if the lack of officials is a part of this issue or is it because of lower numbers of students playing.
  - Ms. Verstraeten commented that the officials have been booked every night and that overall, yes, student enrollment is down for sports at most schools. She added that PIAA stipulates there must be an official at every game and that it cannot be played without.

### **Preview of 2024-2025 Winter Athletics**

- Ms. Verstraeten then gave a preview of the winter athletic season for the Committee and those present. She shared that the girls basketball team just held their tipoff tournament, which they won for the first time in many years. Additionally, we have one bowler, Paul Moore with CMAVTS who has had a great start to the season even though the team had some turmoil with the closing of the P-Nut Bowling alley.
- Ms. Verstraeten then shared that wrestling for our cooperative team with Benton has started with both varsity and junior varsity athletes.
- Then, she explained that the cheerleading team has pretty good numbers this year.
- Ms. Verstraeten shared a concern she has heard from the community. She explained that several individuals have asked about programs and thought it might be nice to do a program for the entire season, instead of individual ones like in the past.
  - Mr. Rasmus asked if this would be one program per sport.
  - Ms. Verstraeten answered that it would be helpful and to only have one for the season would be more manageable.
  - Mr. Rasmus asked if they would consider this for other seasons.
  - Ms. Verstraeten answered that they would absolutely consider that.

### **Review Board Approved Policy 913.1 Commercial Partnerships and Sponsorships**

- Mr. Rasmus then shared with the Committee that the Board recently approved a new policy regarding sponsorships, which was derived from local sources, to aid with expenditures and funding some much needed updates to the programs.
  - Mr. Rasmus shared the administrative recommendations in the guidelines for corporate sponsorships with the Committee and those present. This document reviewed the types of sponsorships, benefits of sponsorships for schools, considerations for sponsorships, attracting sponsors, and some best practices for schools.
  - Then, the Committee reviewed the sponsorship levels and what each entailed.
    - Mr. Rasmus explained that the platinum level would include naming rights.

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- Mr. Mills explained that this would include the announcement of the company's name when mentioning that venue.
- Ms. Roberts commented that Little League does this and that the companies have to contribute yearly, adding that the pricing is also higher.
- Mr. Berger stated he was unsure about the language giving rights to companies over multiple years and the discount for doing so.
  - Mr. Rasmus answered that this was included as an incentive but if the Committee felt differently, that could be changed.
- Mr. Keefer commented that it may be a better idea to have the sponsor pay for the banner because the district will lose money providing the banner themselves.
  - Ms. Stiner added that she has participated in sponsorship programs like this before for her work, and it is preferred that the program or entity accepting sponsors provides the banner as part of the level.
  - Mr. Rasmus asked in clarification if the district provides the banners, would the company just be paying for the right to display it. He added that some other ideas were to purchase flat screen TVs to have sponsorships on a loop.
  - Mr. Mills added that this would be easy to do with many presentation platforms and create more sponsorship opportunities.
  - Mr. Rasmus added that the website may be an option to add some digital sponsorship opportunities.
  - Those present agreed that the district should provide the banner and that it should be included in the sponsorship fee.
    - Ms. Verstraeten thought that the prices could be lower this year and go up after we see the interest.
    - Mr. Berger asked if we want to discuss these levels with some potential sponsors to see their receptivity.
    - Mr. Rasmus answered that we could do that with some local businesses.
- Ms. Verstraeten commented that there could even be some sponsorship opportunities in the programs she previously mentioned.
- Mr. Berger shared his concern with the location choice option for sponsors, adding that the district should choose the location. He commented that the sponsor should choose the venue, not the specific location in the venue.
- The Committee was amenable to adding these guidelines for the Board agenda on January 13, 2025.
  - Mr. Berger asked that the language stating logos could be placed on uniforms needed to be removed, per PIAA.
  - Mr. Rasmus agreed that he would remove that language.
- Mr. Keefer questioned why there was a banner included in each sponsorship level.
  - Mr. Rasmus answered that each level includes more banners or sport venues where their banner will be displayed.
  - Ms. Roberts asked what a sponsor would do if they only wanted the banner displayed at one sport.
    - Mr. Mills answered that the sponsor would choose the option with only one banner included since that would be for one sport.
    - Ms. Rosenberger asked if it would be one banner moved to multiple locations or three separate banners for each athletic venue.
    - Mr. Mills answered that it would be three banners.
    - The Committee then agreed to include the cost of the banners in the sponsorship level pricing.

**Athletic Association Presentation**

- Ms. Stiner then shared some concerns about the current bylaws for the Athletic Association. She explained that the way they were set up is not working and that the Association is not receiving much parent help. They do not have enough parents to fulfill the roles and responsibilities included within the bylaws.
  - Mr. Rasmus clarified that there were not enough people to fulfill the roles.
  - Ms. Stiner answered that the current structure was not working and that she had concerns about Title IX.
    - Mr. Rasmus answered that Title IX was an original concern because not all sports had enough money to be fairly distributing items. Additionally, he explained that with multiple booster clubs, there were so many fundraisers running simultaneously which was hard on students and families.
    - Ms. Stiner said that she understood the original creation and was a part of the discussion at the time but now, the reality is that the Association is being run by about five parents.
- Ms. Roberts then explained that the coaches are not as involved as they were initially.
  - Ms. Stiner added that each sport needed to have a team parent to champion the needs of the Association and the coach.
- Mr. Rasmus asked what the Association needed from the district to rectify this issue.
  - Ms. Stiner answered that first, the coaches needed to be involved with the Athletic Association during their season and that they needed to assign a team parent.
    - Ms. Verstraeten agreed that each team needed a spokesperson.
  - Next, Ms. Stiner said they must have more participation from parents in the concession stand.
    - Mr. Rasmus agreed that this needed to be communicated from the coaches.
  - Mr. Rasmus asked if the district would be expecting the coaches to participate in the Association meetings.
    - Ms. Stiner answered that yes, they need to come to at least one meeting in season.
    - Mr. Mills commented that it would probably be most helpful to attend before the season so that they are prepared for the mandatory meeting night.
  - Ms. Verstraeten commented that some parents were stating that they preferred the individual booster clubs.
    - Ms. Roberts answered that not many parents feel that way.
  - Mr. Rasmus agreed that the district could and would take these steps as noted to help with this concern.

**Venue Considerations for Junior High Athletics**

- Mr. Rasmus explained that the topic of allowing Junior High sports the use of the stadium has been broached before and that historically, the Board has been against allowing the Junior High to use the stadium because it was a right that was earned for varsity players.
  - Mr. Mills commented that when looking at the considerations for the concession stands, it would be a better idea to utilize the stadium. Additionally, if it is bad weather, the teams will not play on field to be respectful of that venue.
  - Ms. Stiner agreed that the stadium should be utilized since it sits dormant for most of the year.
  - Mr. Rasmus commented that there has been a concern raised previously regarding the wear and tear on the field and the cost of maintenance.
  - Ms. Verstraeten added that she is seeing other schools make the move to allow junior high to use the stadiums.
    - Mr. Berger commented that many of those schools have turf who are allowing that.
    - Mr. Rasmus answered that he would need to approach the Board for feedback on this issue before moving forward.

- Mr. Berger agreed that the Board needed to have the chance to weigh in on the discussion.

### Security - Don Keefer

- Mr. Keefer then asked to share his concern about when a fan is ejected from a game. He asked what the protocol would be, adding that there is a plaque at the gym but it is not helpful.
  - Mr. Rasmus explained that it helps when our procedures and policies line up with PIAA and the Mid-Penn Conference. It helps the district limit our vulnerability to litigation.
  - Mr. Keefer asked what the language “remove from the premises” means in the policy, asking if this was leaving the property, going just outside the fence, etc. He shared an incident outlining the issue.
    - Mr. Rasmus commended Mr. Keefer for how handled the incident, stating that the individuals would need to leave district property, not simply go outside the fence. He added that if they do not cooperate, you say you will have to call the police and the other game staff would help you as well.
    - Mr. Keefer agreed, adding that this needed to be in writing.
    - Mr. Berger commented that there could be a statement read at the beginning of every game outlining the policy.
      - Mr. Rasmus agreed to this plan.
- Mr. Keefer then shared a concern about the lack of security guards because the pay is so low. For that fact, he explained that many times there is only one security person working at a game and when that happens, he feels that the individual should receive additional compensation. He added that if something were to happen, there would be liability and potential lawsuits for the district.
  - Mr. Rasmus commented that we have insurance and that all staff would fall under that insurance.
  - Mr. Keefer added that there needs to be some training afforded to security personnel on procedures as well as deescalation.
    - Mr. Rasmus answered that we could absolutely do that for the security personnel.
- Mr. Rasmus explained that he would need to discuss the compensation with the Board.
  - Mr. Berger asked that we get some comparable figures from other schools for that discussion.

### ADJOURNMENT

The Committee adjourned the meeting at 7:28 pm.



Chelsea Rosenberger  
Board Recording Secretary