**MINUTES FROM FEBRUARY 6, 2017 ATHLETIC ADMINSTRATIVE COUNCIL MEETING**

Present: Theresa Battle, Jaime Santiago, Frank White, Gerald Keenan, Vineeta Sawkar-Branby, Treacy Funk, Jody Griffin, Jessica Williams

Special Guest: Lisa Jansen, Facilities Department

***Introductions*** were made.

***Facilities Master Plan Update for Athletic fields***:

Lisa Jansen shared that with the awarding of the NFL Turf grant Como is the first to get their field so it coincides with building renovation. The new field will be TPE (Thermal Plastic Elastic) to replace the crumb rubber. TPE has cooler temperatures; consistent temperature in winter, recyclable, 10-15 year life span, reinstall cost is half the initial price because the foundation and drainage has already been installed. Lisa shared that has worked on project in Rochester when they were installing a new field and they used TPE. Better for prevention of injuries to players and Rochester has expanded the use of TPE.

Regarding Washington fields, Lisa will be going to do a feasibility study in the spring after snow is gone. Lisa will meet with ADs to share update and to answer their questions. She can bring a sample of TDE.

Lisa reviewed the list of athletic upgrades. Each school has a manager assigned.

***Budget Update:***

Supt. Thein has begun budget discussions with senior leadership staff, most notable Marie Schrul, Chief Financial Officer and Mary Gilbert, district lobbyist at the Legislature. It has helped to get a clearer picture of state funding based Gov. Dayton proposal. We need to review the Legislature proposal. There probably will be a deficit, but Supt. Thein has ideas about “big ticket” items that the Board may consider.

We hope to get schools their budgets by the first week in March with program budgets to be distributed shortly after. Theresa will update Athletic directors and AAC when she has the Athletic budget. Possibly our next meeting will be in April to finalize budget.

***Corporate Sponsor for Athletics:***

Theresa Battle distributed article about funding for high school sports. Corporate sponsorships was cited as a strategy. Theresa shared that the district has been approached by MN United to form a partnership. Chief Jackie Turner met with the team’s Community Relations person. MN United has three areas for community engagement: Education, Environmental Sustainability. Theresa has asked for ideas form the Athletic Directors and wants the AAC to share their ideas. ADs and Theresa talked about one idea to set aside 500-1000 tickets and have athletes and families sell for a $5-8 profit for each ticket. A barrier identified is that our families may not be able to afford or to sell tickets for $35. Ads also shared us working concessions at a few games.

Vineeta asked about advertising and shared that at Parkway they have a US Bank and Timberwolves/Lynx banners. She asked how is this possible? Gerry Keenan shared information about Policy 716.00 that allows for advertising. Highland Park, Central and Como have an agreement with School Space Media. These three were selected because of attendance at sporting events. The schools received $1700 last year.

Vineeta asked that the policy be shared with all schools. Theresa will follow-up to determine how Parkway was able to have the advertising. Treacy Funk shared that the Timberwolves/Lynx may have mentoring or reading partnership with the school. Treacy and Gerry also shared why advertising is limited because business sometimes want exclusive rights and not have their competitors advertising at the same games.

***School Placement Preference***:

At the October Athletic Administrative Council (parents, community members, coaches), they asked, "Could we have a preference added to student applications for students who want to play sports at a certain high schools, but there is a waiting list? Can we get this preference?"

Theresa consulted with Chief Jackie Turner who is the senior leader with responsibility for the Placement Center and all enrollment procedures. Jackie shared that we have to consider the implications, such as creating competitive recruiting among schools and the impact on popular schools. Theresa shared that our current priorities for placement include attendance area, sibling, employee and application for an articulated magnet pathway, such as Aerospace, Immersion, International Baccalaureate and Advanced Placement.

Frank White asked for more information. Gerry and Theresa shared examples about how the priority works. Attendance areas resident shave placement at their attendance area school as well as any articulated pathway programs, such as Spanish Immersion.

Theresa shared that Chief Turner did not say “no”. Newly created reserved seating has been created for Chinese Immersion school students at Highland Park High School and German Immersion students at Central High School.

***Trap Club Update***:

Highland Park is interested in offering a club. Gerry shared how the interest and demand is growing.

***Super Bowl Proposal Update:***

Theresa shared the initial proposal for SPPS participating in the 2018 Super Bowl included the following: Submit nominees for Super Bowl Honor Rolls, Don Shula Coach of the Year, high school marching bands to participate in Super Bowl festivities and/or JROTC participating in Salute to Military events. In addition, we sought to have SPPS Athletics to be a beneficiary of the NFL Foundation. The MN Super Bowl Committee has focus areas for healthy living (fitness and nutrition) and college and career readiness. To that end the Committee has agreed to fund Breakfast to Go carts at two elementary sites, fund electronic menu boards at three sites, provide high school summer internships that will include students making a “Believing the Dream” video for middle school students and support for marketing and events.

***Discussion:***

* Treacy shared that she needs coaches for Boys and Girls Lacrosse teams.
* Frank White shared his concerns about milled school teams being large and some players not getting an opportunity to play. If kids really want to play, we need to get them involved. He asked about getting a flyer for softball and baseball opportunities into every middle school student’s backpack. Gerry and Treacy said that if you get the flyer to athletic directors they will distribute to coaches. Theresa will ask Chief Turner about procedure for getting flyer distributed via schools.

Vineeta added that the same issue applies to volleyball too.

* Frank asked about possible loss of Highland fields for Little League that are included in the Ford Plant proposal. Gerry said the latest plan stipulates that if they take the fields that they make an identical plan in the new development.
* Theresa shared that Sue Sajevic, JHS AD has a request: If people are willing to donate golf clubs to St. Paul Public schools there are some things to consider. We usually are in need of gently used putters, wedges, irons and the bigger headed woods. Left handed clubs are also very useful.

Meeting adjourned at 7:20 pm.

***To Do Items:***

* Invite Lisa Jansen to AD meeting***.***
* Theresa will follow-up to determine how Parkway was able to have the advertising.
* Theresa will ask Ads to weigh in about placement priority for sports