

**NOW Minutes**  
Tuesday- March 15, 2011

**Call To Order:** 7:08 PM

**Present:**

Jack Burke, Bruce Disco, Cindy Disco, Jessica DiZazzo,  
Alissa Haeseler, Craig Heuitson, Sharon Kozey, David Lavoie,  
Josh Longiaru, Richard Loomis, Rick Oenning, Keith O'Hara,  
Allan Rawson, Jeffrey Rawson, Kathie Rawson, Jeff Rizer,  
Christine Rukstela, Debbie Spinelli, Kelly St. Laurent,

**Absent:** Mary Jane Burke, Troy Gladu, Amy Williams

1) Minutes: Motion made by Jessica DiZazzo to accept the minutes of the February 12th meeting, seconded by Alissa Haeseler; approved by all.

2A) Finance Committee: Alissa Haeseler opened an account for NOW at the Jewett City Savings Bank. The committee proposed any checks written for \$1,000 or more should be co-signed by Alissa Haeseler and Keith O'Hara. Alissa made a motion for co-signatures on checks for \$1,000 (or more). Dick Loomis seconded it; all approved. Keith O'Hara's address (480 Joy Road/Woodstock, CT/ 06281) will be used for all bank business. The finance committee recommended the fiscal year start July 1<sup>st</sup> and end on June 30<sup>th</sup>. Jack Burke made this motion and Jeff Rawson seconded it; all approved. The finance committee would like NOW to establish a flow chart for the organization; further discussion was tabled until the next meeting.

2B) Fitness Committee: Amy Williams submitted an e-mail that was read to the group by Allan Rawson. Amy spoke with Dave Rush from Challenger and decided NOW Fitness would run the 10 minute warm up session for the clinic. Amy and Dave (Rush) agreed that the warm up would not include a soccer ball. Amy will review her final program with Dave Rush before the April 9<sup>th</sup> clinic. If anyone has ideas or suggestions for the fitness committee, please e-mail Amy Williams.

2C) Legal Committee: NOW has received an EIN number. Craig has been preparing numerous required legal documents for NOW to obtain our non -profit status. Craig discussed which committees would be standing committees and which would be ad hoc committees. It was decided that the Naming Committee and Nominating Committee would be ad hoc committees and the remainder would be standing committees. Craig is working on the terms for the chairs of the committees.

2D) Naming Committee: Kathie Rawson presented the naming committees recommendation for the mission statement to the board. It was decided Northeast Opportunities for Wellness,

Inc. would be abbreviated as N.O.W in legal documents but could appear as NOW on uniforms and marketing materials. Kathie made a motion to accept the mission statement, Alissa Haeseler seconded this motion; all approved. Craig asked that it be noted within the minutes that he was not entirely comfortable with the words “human service” in the mission statement. So noted.

The official mission statement is as follows: Northeast Opportunities for Wellness, Inc. (N.O.W.) is a non-profit human service organization dedicated to the promotion of youth wellness. N.O.W. provides education in nutrition and instruction in fitness and sports, regardless of access to financial resources.

2E) Nutrition Committee: Jessica DiZazzo presented ideas about the first clinic. The nutrition committee will run the 30 minute break between sessions. The snack to be given to the kids will consist of low fat cheese sticks, 100% fruit roll ups and small bottles of water. Jay Sinha (from Putnam Super Market) will supply the food for the clinics at cost. The committee will also put on a skit about good nutrition vs. bad nutrition and how it affects physical activity and fitness. A hand out on nutrition will be given to parents during the registration process.

2F) Public Relations and Marketing Committee: Josh Longiaru and Jeff Rawson presented recommendations for the NOW’s logo and web address. The ad for a logo was posted at 99Designs.com. 117 submissions were reviewed with three being submitted to the board for discussion. Jack Burke made a motion to accept Jeff and Josh’s recommendation for the logo with the person “in motion”. Dave Lavoie seconded that motion; all in favor. The approximate cost of the logo was \$560. Josh will send out a copy of the logo with color options for the boards review. Josh made a motion for the organizations web address to be [www.NOWinMotion.org](http://www.NOWinMotion.org) (with the purchase of .com and .net as well). Dick Loomis seconded this motion; 1 abstention, all others approved. Josh presented ideas for brochures and posters for the clinics. Chase Graphics is offering us a 20% discount. 8-1/2” x 11” posters will cost 89 cents each. The flyer for the April clinics will be a single sheet of green paper containing all the necessary information. The design of the handout will be decided by the PR & Marketing committee. Sharon Kozey suggested we include a question on the forms to ask if kids were interested in scholarships. Anyone interested would be contacted at a later date and asked to fill out financial paperwork to identify need. Allan Rawson made a motion for the second clinic to be held at Plainfield High School on April 16<sup>th</sup> from 1:00 pm-4:30 pm (registration begins at 12:30 PM), Jessica DiZazzo seconded; all approved. Keith O’Hara told the group that NOW was marketing the clinics through print, web and radio (WINY). Flyers will be going home with students.

2G) Sports Committee: The first soccer clinic is set for April 9<sup>th</sup> with Challenger Sports. The PR & Marketing committee will be in charge of making the forms that need to be filled out by the

participants. A sign up sheet was passed around for volunteers for the April 9<sup>th</sup> clinic. There will also be a group of younger volunteers to help at the clinic (many are former/current soccer players who are now in high school). There was a discussion about the jerseys that would be purchased for the kids the day of the clinic. Dave recommended and made the motion that NOW go through Challenger and purchase the Apache Jersey in lime green for \$5.55 per jersey. Craig Heitson seconded this motion; all approved. Dave spoke with Bill at Convenient Graphics about putting the logo on the jerseys. Jack Burke mentioned 101 Business Solutions in Brooklyn as a lettering option (860-428-0767). A motion was made by Jack Burke that purchases of \$1,000 or more require a minimum of two bids. Jeff Rizer seconded this motion; all approved. Josh Longiaru made a motion that Dave purchase black jerseys with lime green print for staff to wear the day of the clinic. Allan Rawson seconded this motion; all approved. There was some discussion about the names of the individual NOW leagues. It was decided that this topic would be tabled until a future meeting. Debbie Spinelli said there will be water available in the foyer. She offered to set up tables for the registration. Plans for two Challenger summer soccer camps are in the initial planning stage. There may be a June camp in Canterbury and a late August camp in Putnam (if the new fields are ready).

3A) Meeting with Family Resource Center: Jeff and Allan Rawson met with Patty Bryant to discuss NOW and how we can work together to identify our target population. Patty said she would work with the school to approve, print and distribute flyers for the clinics as well as help us identify other towns/organization we can work with.

3B) Meeting with Ed Higgins: Craig Heitson, Dick Loomis and Allan Rawson met with Attorney Ed Higgins to discuss the Articles of Incorporation, 1023 and the by-laws. They discussed/reviewed the filing of all the legal documents needed to obtain our non-profit status.

3C) Town of Putnam- Purchase of Putnam Armory: Allan Rawson is a member of the advisory committee for the armory. He hopes that NOW will one day be able to use the facility for some of our activities.

3D) Info Entry & Data Collection: Tabled until next meeting

3E) Need- Who/How to Determine: See 2F. Further discussion tabled until next meeting

3F) Family Garden Program: Jeff Rawson is working with the town of Putnam to help with their community garden. It was mentioned that the Putnam Armory has a perfect spot for a community garden (irrigation and fencing). Allan Rawson discussed extending the irrigation in Canterbury so some of the land can be used for an additional community garden.

3G) Formation of Youth Advisory Committee: High school students (and graduates) will be identified by coaches and board members to join a Youth Advisory Committee. Their role will

be to help at NOW sponsored events (such as clinics) and to provide valuable feedback from their past experiences with organized youth programs. Jeff Rawson mentioned the importance of getting non athletes to also become a part of this committee. Allan Rawson volunteered to supervise this group.

3H) Reaching out to Other Youth Organizations: Sharon Kozey discussed the organization Fresh (from Woodstock Academy). They are another human service organization with goals similar to ours. NOW members agreed this is something we would further look into.

4A) Insurance: Jeff Rizer spoke briefly about liability insurance for the Director and Officers. He is still working on getting us rates/quotes. Dick Loomis asked about a Boiler Plate option. Further discussion was tabled until the next meeting.

4B) Fall Program: It was mentioned that sign- ups for the fall programs should be available at the summer camps. Tabled until the next meeting.

4C) Board Dinner: Jeff quickly mentioned the possibility of a group picnic. Discussion was tabled until the next meeting.

4D) Munyan Road Soccer Fields: Tabled until next meeting

4E) Transportation: Tabled until next meeting

5) Open Discussion: Dave Lavoie recommended and made a motion to buy 40 pair of shin guards for the clinics (to lend to kids who do not have their own). Sharon Kozey seconded this motion; all in favor. Background checks need to be completed on all board members. Dave Lavoie will send the website to Kathie Rawson, who will forward it to all members. Allan suggested the Fitness, Nutrition, PR & Marketing and Sports committees hold a joint meeting at Tourtellotte Memorial High School prior to the first April 9<sup>th</sup> clinic to review the layout of the facilities and to make final plans for the clinic. Dave will set this up with the other committees.

5) Set Date for Next Meeting: **The next NOW monthly meeting will be held on Tuesday, April 19<sup>th</sup> at 7 pm at JD Coopers Restaurant.**

6. Adjournment: 9:50 PM Jessica DiZazzo made a motion to close the meeting. Jeff Rawson seconded this motion; all agreed.