

**Northeast Opportunities for Wellness, Inc.**  
**Minutes**

Tuesday- September 20, 2011

**Call To Order:** 7:03 PM

**Present:** Jack Burke, Sarah Desjardin, Bruce Disco, Cindy Disco, Jessica DiZazzo, Troy Gladu, Sharon Kozey, Josh Longiaru, Keith O'Hara, Allan Rawson, Jeff Rawson, Kathie Rawson, Jeff Rizer, Christine Rukstela, Kelly St. Laurent, Debbie Spinelli

**Youth Advisory:** None

**Guests:** Al Cormier, Attorney Ed Higgins

**Absent:** Mary Jane Burke, Alissa Gladu, Danny Goyette, David Lavoie, Richard Loomis

1) Introduction of Guests: 6:30 –7:00PM Al Cormier is a retired educator/guidance counselor who was employed by local school districts. He is interested in programs such as ours, which, as he stated, “puts the kids needs first”. Ed Higgins is a lawyer in Putnam, CT and is involved in youth football. Attorney Higgins hopes to continue the QCFB youth football program and perhaps partner with the NOW program.

2) Call to order: The meeting was called to order at 7:03PM.

3) Minutes: Motion made by Debbie to accept the minutes of the August 16th meeting. Seconded by Jack; approved by all.

4) Review of Organization Goals: Josh did a presentation on the goals which NOW Board members developed last year during a meeting with Caleb Rick. He reviewed the goals we have accomplished and he discussed what still needs to be done. Some accomplishments within the last year include: establishing a name, mission statement and vision for our organization, the completion of Blackwell Field in Canterbury, and the near completion of NOW Field at Logee Park in Putnam. We introduced NOW through the creation of a logo, the distribution of fliers, t-shirts, bags, brochures and multiple advertising campaigns. The NOW website is well under way. We held two successful clinics, two summer camps, purchased insurance for the D & O, established our Board of Directors and committees, wrote and adopted NOW By-laws and became a member of CJSA. Our Fall 2011 soccer program (teamed up with Challenger Sports) teaches the game; while Sarah Desjardin and Amy Williams conduct classes on nutrition and fitness at Blackwell Field and Marianapolis. We are still in the process of establishing NOW as a 501(c)(3) and are very close to submitting the 1023. Our future goals include a more detailed website, fundraising, additional marketing, committee

budgets, a facility, legacy giving program, online donations, hiring employees, identifying key partnerships within the community and providing transportation to our programs. \$12,000 has been allotted for youth scholarships. According to Josh, 65% of the children attending our summer camps received a scholarship. We are definitely reaching our target audience. The last piece of exciting news we received was learning that over the past year NOW has served between 500- 600 children!

5) Committee Reports:

5A) Finance: Troy distributed the JCSB bank ledger for review by the Board. As of 9/20/11 NOW has \$1,637.03 in the checking account . Alissa was given a \$10,000 check from the Rawson Family Foundation, which she will deposit into the NOW bank account this week. After speaking with Dave Rush, Kathie was informed that Challenger Sports has provided a total of 10 scholarships for the two summer camps (6 half days and 4 full days). Jack motioned to accept the treasurers report and Cindy seconded this motion; all approved.

5B) Legal: Jessica reported the 1023 was near completion with the exception of the Scholarship Policy and lease agreements, which need to be voted on tonight. Once these documents are approved we must wait for the acceptance of the amended Articles of Incorporation and then can submit the 1023. Jeff passed around the Scholarship Determination and Award Policy for the Boards review. Jack motioned to accept this policy, Kathie seconded this motion; all approved. Jeff circulated the land lease agreements between NOW and River Junction Estates, LLC (Blackwell Field) and Rawson Development, Inc (NOW Park at Logee Field). The leases are for a one year term with an automatic renewal. The lease agreements were prepared by Attorney Ed Higgins. The maps of both pieces of land were displayed. Jeff Rizer suggested that the lease specify the insurance amounts and limits and others agreed. Jeff Rizer made a motion to accept the lease agreements with amendments to include insurance provisions for \$1,000,000 per occurrence and \$2,000,000 aggregate. Jack seconded this motion, 13 board members approved. All three members of the Rawson family (Allan, Jeff and Kathie) abstained.

5C) YAC: Both committee reps were unable to attend this meeting due to their own athletic commitments but Allan spoke on their behalf. Allan noted that the Youth Advisory kids did a great job at the summer camps and clinics. He said there is a need for their services on Sunday at the Fall Soccer program.

5D) Sports: The fall program is going well with the Challenger coach- there are additional players signing up each week. NOW intentionally does not require a registration deadline date for the Fall Soccer program. Josh discussed a request from a local after school program for NOW to provide scholarships to six children for a total amount of \$3,300. The Board discussed this in length and decided that they did not want to be a scholarship only

organization at this time but we would consider offering services such as nutrition lessons or fitness classes to the program instead. Jeff was concerned that the children attending this program would not be evaluated by the NOW scholarship committee. Cindy was concerned that we did not have standards in place to give these scholarships to other programs. Sharon mentioned that giving out scholarships to outside groups was totally different than the NOW Scholarship Committee making monetary awards. This will be discussed further by the executive committee during their next meeting.

5E) Fitness: Amy has been at the fall program practices 3 days a week providing fitness instruction. Dan and Amy have been discussing the fitness program and what direction they would like it to go next year.

5F) Nutrition: Sarah has been doing the nutrition lessons for the fall program 3 days a week covering topics like My Plate, serving sizes and reading books to the younger athletes. Sarah will be purchasing food models and other items for the nutrition committee.

5G) Scholarship: Sharon was pleased to report she has handed out several scholarships for the fall program and at this point has only had to deny funds to one family. Sharon submitted an application for a grant through Jewett City Savings Bank to be able to provide assistance to the nutrition program. Sharon should know by January 1<sup>st</sup> if NOW will receive this grant.

5H) PR & Marketing: Josh discussed how important it was that NOW have a phone number to be able to advertise and presented several options for phone plans the board could consider. Debbie made a motion to accept setting up a phone number with a virtual office and Troy seconded this motion; all approved. Josh asked the Board for their opinion on ordering business cards for the organization which would include the NOW Logo (on the front) and the Mission Statement (on the back). Since NOW is expanding and doing more marketing, the Board felt it will be more professional to have personalized business cards to hand out. Allan made a motion to leave the details of this decision to the PR & Marketing Committee. Jack seconded this motion; all approved. Josh set all board members up with e-mail address: first name.last name @NOWinMotion.org and asked that everyone sign in to these accounts, change their passwords and begin using them for NOW correspondence. If any members still need an e-mail address and password they should contact Josh. Josh will be working on the creation of group emails by committee. The purchasing of merchandise for the CJSA Jamboree NOW is hosting was also discussed. Items mentioned include T-shirts, hoodies, umbrellas, blankets, sweet spots, magnets and/or decals.

6) Youth Soccer Jamboree: Keith informed the group that NOW was invited to Co-host the annual CJSA 9/10 Youth Soccer Jamboree on November 5<sup>th</sup>, 2011. Jack made a motion NOW

host the jamboree. Josh seconded this motion; all approved. This event will take place at the Blackwell Field in Canterbury with approximately 70 teams and 750 guests (a second field may also be added). Keith has already begun to reach out to neighboring towns and organizations to co-host this event; Canterbury is willing to team up with NOW on this. Board members felt this would provide an ideal opportunity for NOW to receive an exposure to other organizations in the area. Keith and Troy will take the lead on organizing this. Josh asked the Board if they would be interested in selling merchandise at this event to help raise funds and also discussed purchasing POS equipment. After some discussion it was decided that Josh and the PR/Mkt committee could create a retail concept with selected products. The total cost would not exceed \$5,000. Motion made by Sharon, seconded by Jack; approved by all. Purchasing a POS item should be part of PR & Marketing's budget for next year as it is not feasible at this time.

7) Old Business: No items were discussed

8) Short Term Action Items: Keith and Troy will establish a jamboree committee and reach out to board members for additional assistance where needed. Josh is working on setting up a social event with neighboring towns and organizations that are in support of NOW to start building relationships with them. Josh will e-mail additional information.

9) Next Meeting Date: The next **regular monthly BOD meeting** will be held on **Tuesday, October 18th @ 7:00 PM at United Services**, in Dayville. The next **Executive Committee meeting** will be held on **Tuesday, October 11<sup>th</sup> @ 5:30 PM at Victoria Station Café** in Putnam.

10) Adjourn and Closing: A motion was made by Jack to adjourn the meeting at 9:50 PM. Kelly seconded; all approved.