

SPORTS FIELD MANAGERS ASSOCIATION OF NJ  
BOARD MEETING  
Wednesday, August 3, 2011

Present: Don Savard, Matt Olivi, , Brad Park, Mike Viersma, Kevin Shipman, Rich Watson, Fred Castenschoild, Ray Cipperly, Dr. Jim Murphy and Scott Bills.

Absent: Craig Tolley, Matt Pinkerton and Debbie Savard

Meeting Called to Order at 6:35pm.

Acceptance of April meeting minutes by Matt O., second by Fred.

**Treasurer's Report:**

Mike Viersma – No report, just received vouchers.

**Membership Report:**

Don reported 210 paid members.

**Nominating Report:**

No report - Craig Tolley absent

**Newsletter:**

Brad Park stated the quality was good.

Brad authorized sending the newsletter via regular first class mail so members had it prior to the turf field days.

Deadline for the fall copy will be August 19<sup>th</sup>.

Matt and Brad will do a Rutgers Turf Field Day re-cap.

Brad stated that if we do not get more advertisers we may have to contract the newsletter to 16 pages.

Brad suggested we contact Turface, Ben Shaffer, Grass Roots, Tuckerton Sand, Tuckahoe Turf and Wilfred McDonald. Don will ask Debbie to resend ad packets to these past advertisers. The board also suggested sending ad packets to Fredco, Trim-A-Lawn and Geese Chasers, all three were new vendors at the turf field day.

**Website:**

Debbie not present, no report.

**Education/Activities:**

Brad stated attendance at the Rutgers Turf Field Day was 300-350.

Fall Field Day – The board discussed whether to entertain a fall field day. Matt suggested a simple get together in each district or a central location. Ray Cipperly mentioned he was contacted by Natural Sand about doing an infield clay amendment project at East Brunswick Vo-Tech. Mid to late October were the dates discussed.

Expo – Brad stated Steve McDonald, Turfgrass Inc., Dr. Linde of Delaware Valley College, Shawn Mahonsky, Towson University, Dr. Norm Hummel, Dr. Koppenhoffer and Rich Watson, Pine Hill School District are all confirmed as speakers.

**Public Relations:**

Scott Bills – asked Don to have Debbie send an email blast regarding the FOY contest.

**Old Business:**

Legislative Update – Brad Park stated Dr. Meier is the uncle of Senator Decklan O'Scanlon by marriage. He had a meeting with him and Senator Beck regarding the Safe Playing Fields acts. He stated it was not very productive.

Brad Park stated he was asked to write a letter limiting the bill to cover only pre-K through 5<sup>th</sup> grade and parks/rec under 10 years old.

Brad stated he spoke with Jason Henderson from UConn regarding the Connecticut legislation. Jason stated the legislation only covered K-8<sup>th</sup> Grade. Dr. Murphy asked if there were any relieve options. Brad did not know.

Dr. Murphy stated he is in the process of building the fertilizer certification website. Matt asked how SFMANJ could help. Dr. Murphy stated yes when the time is right.

Mike will finally send check to the NJGIC for \$1,000.00.

## **New Business:**

Executive Secretary – Don brought up the meeting several board members had with CeCe Peabody regarding her possible interest in taking over the Executive Secretary position. First, CeCe stated she is interested in any way needed. The board agreed to present CeCe with a scope of work she can look at to estimate time and costs.

The board agreed to form a task force to facilitate the search for a new executive secretary. The board agreed that Mike Viersma, Brad Park, Matt Olivi and Rich Watson form the board and that Matt Olivi be chairman.

Matt also suggested that Debbie be given the opportunity to re-interview for the position. Matt will prepare a letter to Debbie to determine her interest.

The board discussed the following key points as part of the job description for the position. Matt and the task force will review and finalize.

### Treasury

- Prepare Vouchers to treasurer regarding payment of bills for postage, internet, phone, clinic expenses, meals, board expenses, travel, scholarships and executive secretary costs.

### Newsletter

- Prepare and maintain a matrix for advertisers and revenue.
- Prepare and send on a timely basis newsletter, directory and patron advertizing packets and follow up regularly.
- Complete layout and present to Brad Park for review.
- Manage printing, postage and mailing of newsletter.

### Membership

- Maintain an accurate list of active and inactive members.
- Follow up on membership renewals on a timely basis.
- Manage incoming phone calls from members, vendors, etc on a daily basis.
- Produce a membership directory on an annual basis, including advertising.

### Website

- Manage website on a timely basis or as directed by the board

## Public Relations

Send Constant Contact emails to membership regarding clinics, field days, expo and other SFMANJ functions.

Advertise 'Field of the Year' as directed by the board and present completed applications the public relations committee chairman.

Attend trade shows as directed by the board.

## Nominating

Prepare ballots for annual meeting as directed by nominating committee

New Jersey League of Municipalities – Bruce Kaufman asked the SFMANJ to prepare a talk on proposed 'Safe Playing Field' legislation.

Motion to Adjourn by Mike Viersma, second by Fred

Next meeting will be Wednesday, September 7<sup>th</sup> at 5:30pm. Location to be determined.

Please contact Don if you can not attend.