



SPORTS AND ATHLETICS SECTION
DEPARTMENT OF COMMUNITY SERVICES

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Community Services Board Subcommittee on Sports
Minutes of October 24, 2014

The Community Services Board Subcommittee on Sports was convened for its initial meeting at approximately 6:40 PM on October 27, 2014, at the Hockessin Community Recreation Center at the Hockessin PAL Building. Joseph McNesby, Chairperson, convened the meeting, welcomed everyone and briefly discussed the purpose of the meeting.

Subcommittee members present:

Irwin Hanby
Mike Connelly
Gene Mirolli
Joe Mills
Chris Eddy
Jim Kane

Staff of New Castle County Community Services attending:

Jane Rattenni, Division Manager
Andy Bero, Sports Administrator
Chuck Britton, Recreation Supervisor

A. Welcome and Introductions

- The members introduced themselves and new representatives briefly discussed their background and interests in relation to the subcommittee.

A. Community Services Board/Subcommittee Mission

- Joe McNesby briefly discussed the mission of the subcommittee.

B. Overview of the NCC Sports and Athletics Section

- Andy Bero discussed the overview/accomplishments of the Sports and Athletics Section. In addition to providing the annual statistics relating to the Sports and Athletics programs, he also discussed the challenges, strengths, weaknesses, opportunities and threats. The details associated with this information were included in the handouts for the meeting.

C. Purpose and goals of the committee

- **Goals**
- **Suggestions/Feedback**

- Joe McNesby then described the Goals of the Board.
 - Briefly, to provide support to assist NCC in continuing to provide high quality sports and recreation programs, while enhancing and expanding current programs where possible.
 - Also, to provide support to NCC in order for them to continue to partner with other organizations to promote current programs as well as new programs where appropriate.
 - Additionally, to provide support to NCC to enable them to enhance current initiatives through print media and expand outreach to include various forms of social electronic media.
- During discussion, members talked about Facebook and Twitter. General consensus seemed to be that Facebook, while useful, could be somewhat of a challenge given the constraints relating to being a government entity as well the dedicated staff time needed to keep it up to date.
- Joe McNesby asked what types of challenges the Sports Office was facing in regard to facilities. It was explained that with soccer the partnership with Kirkwood Soccer, we have been able to keep up outdoor soccer, but we have difficulties with indoor soccer. In regard to softball, we seem to be in pretty good shape.
- For Field Hockey, we only have two fields and there apparently are discussions regarding possible sale/development for that land, which would cause extreme problems.
- Regarding indoor facilities, we are in desperate need. We have reached out to various schools and outside private entities without much success. We seem to be competing with various charter schools, AAU teams and other travel teams, CYM teams, etc., for indoor facilities in NCC.
- There was also discussion in regard to providing programs to kids in need. Jane and Andy explained that we provide a number of slots in our programs to PAL kids. This pertains to some of the sports camps/clinics, as well as the Urban Soccer League. In these programs, PAL kids have the ability to participate free of charge.
- When asked for suggestions/feedback, the members had some interesting ideas.
- The consensus was that social media, in particular Twitter could be a very useful tool. Since the meeting, the Sports Office was given approval to open a Twitter account: nccdesports.

D. Future Issues

- There was also some discussion regarding the various online registrations systems that are available. NCC currently uses ActiveNet and, while it seems to meet our needs, it still could be worthwhile to get more info on some of the different options.
- Regarding marketing, Jane explained the Happenings Guide, the NCC Facebook page, our dedicated staff person for marketing, and the fact that we are currently developing a Marketing Plan.
- College interns were also discussed. Andy explained that we have utilized college interns in the past, primarily from UD, and it has been successful. One drawback is staff time that must be dedicated in getting someone trained and properly acquainted with the various programs.
- Jim Kane mentioned that given some of the geographic consolidation of Sports at Del Tech, there might be some Soccer and Softball field availability in NCC.

E. Next Meeting

Next Meeting-Spring was the suggestion for the next meeting; exact date, time and location to be determined.