

Meeting Date: November 8, 2018  
Location: Iron Pigs Conference Room  
Called by: Karen El-Chaar  
Attendees: Diane Donaher, Iron Pigs  
Maddison Kendrick, Iron Pigs  
Chris Hendricks, Allentown Dept of Parks & Recreation  
Karen El-Chaar, Allentown Dept of Parks & Recreation

A. Meeting Purpose:

To advise interest in advancing baseball/softball in Allentown

To seek suggestions/recommendations on strengthening these & other sports offerings

To identify collaborative opportunities including marketing or other activities

B. Possible offerings

1. Donation of infield mix for Allentown parks with ballfields currently in use by A-Youth organizations
2. Game On! 3-part initiative to be rolled out shortly

C. Promotional opportunities

1. Possibly include baseball/softball sign-up dates on sign on American Parkway with Atown Parks & Rec phone number
2. Include A-Youth baseball organizations in 6/30 & 7/28 pre-game activities (eg Piglets Parade – 1 rep from each A-Youth baseball organization)
3. Include organizations in Little League Night
4. Possibly provide discounted/free tickets for high school games at Coca-Cola Park (provides additional spectators/supports for these games; something for younger players to aspire to)

D. Action Items

1. Baseball (sports) Summit – The big issue for Allentown sports organizations is coaches. Diane suggested a summit to address this and other issues. Chris/Karen to identify possible, dates, times and agenda
2. Diane agreed to meet with A-Youth organizations about Game On!. Chris/Karen to provide possible meeting dates/times.
3. Chris/Karen to provide Diane/Maddison with organization structure vis-à-vis baseball activities as it currently stands
4. A-Youth organizations or Atown Parks/Rec representing youth sports may participate in IronPigs Community Nights program
5. Medium-term item: Diane/Maddison to check if an Iron Pigs player might be available to talk at any upcoming Atown youth sports events. Chris/Karen to provide possible event(s) with dates, times.