

## **Baseball Meeting Minutes**

Meeting Date: January 31, 2019  
Location: East Side Youth Center  
Time: 7:00pm-8:30pm  
Called by: Karen El-Chaar  
Attendees: Diane Donaher, LV Iron Pigs Charities  
Karen El-Chaar, Allentown Dept. of Parks & Recreation  
Chris Hendricks, Allentown Dept. of Parks & Recreation  
April Riddick, Allentown A's  
Dave Stoudt, Dieruff High School  
Denise Simon, East Side Memorial  
Bobby Snyder, East Side Memorial  
Edward Snyder, East Side Memorial  
John Snyder, East Side Memorial  
Killy Snyder, East Side Memorial  
Kevin Ervin, East Side Youth Center  
Jay Radio, East Side Youth Center  
Luis Acevedo, Mountainville Memorial Little League  
Steven Perez, Mountainville Memorial Little League  
Rob Leskosky, William Allen Baseball  
Jason Heiser, West End Youth Organization

### **A. Meeting Purpose:**

- To advise interest in advancing baseball/softball for youth in Allentown
- To seek suggestions/recommendations on strengthening these and other sports offerings
- To identify collaborative opportunities including marketing or other activities

### **B. Overview of Organizations**

1. East Side/East Side Memorial - play under the Little League umbrella (District 20) and offer 2 teams at every level and combine with South Bethlehem.
2. West End Youth Organization – play in the South Parkland League (Kempton). 86 teams in the league and have 3 divisions T-Ball, Midget, Knee-Hi – 1 sometimes 2 at every level up to age 14. (10 players on each team).

3. Allentown A's – play an in-house league for T-Ball (ages 3, 4, & 5)
4. Mountainville Memorial Little League – play in-house Little League and offer T-Ball up to 13/14 year olds. Offer baseball in fall/spring and have 2 teams at every level.

### **C. Lehigh Valley IronPigs Charities Offerings – Diane Donaher**

1. Raise money for community grants (in 2018, 80 applications were received and 22 were awarded)
2. Grant specifically for field improvements
  - a. Field Mix – work as collaboration amongst all A-Youth groups.
3. Youth Sports Improvement Grants
  - a. Grant opens on 2/1
  - b. Field Renovations in the amount of \$5,000 + 1 total field makeover
  - c. Examples: lawnmowers, bleachers, etc.
  - d. [www.gameonlylv.com](http://www.gameonlylv.com)
    - 1) Grants
    - 2) Register your team
4. Youth Sports Alliance
  - a. Includes bullying, fundraising, code of conduct
  - b. Offer in fall – once a month on Sundays from 5-7pm & share info
5. Team Snap – 100 licenses (\$100/year)
  - a. Will give each (organization/team) in attendance a free license to the application. (Diane)
  - b. Application includes:
    - 1) Registration, player profiles, text messages, scheduling, receive payments, team chats, parent notices.
6. First Aid Training - hired Cetronia Ambulance
  - a. Will visit 4 groups and train the group as to what you do before the ambulance arrives and will leave a large first aid kit behind.
  - b. To be scheduled in early May at East Side Youth Center
7. LV IronPigs Little League Night
  - a. Thursday, June 28<sup>th</sup> at Coca Cola Park

### **D. City Offerings**

1. Major League Baseball's Jr. Homerun Derby – date/time/location to be determined (Chris)
2. Scott's® Pitch, Hit, & Run Competition – date/time/location to be determined (Chris)
3. Play Ball – United States Conference of Mayor's Initiative
  - a. Pledge to host more baseball events/programs within the city
  - b. Reviving Baseball in the Inner City (RBI) Program – Rob Leskosky
    - 1) More opportunities for existing youth baseball teams
      - a) Includes:
        - i. Equipment and uniform acquisition
        - ii. Capital Improvement projects
        - iii. Training and education clinics and resources

iv. Volunteer & player recruitment and retention  
How does Little League fit in with RBI Program?

- John Snyder to email Rob Leskosky his questions. (John)
- c. National Alliance for Youth Sports (NAYS) Training Program
  - 1) educates, equips and empowers youth sports leaders, volunteers and parents so all children can enjoy the lifelong benefits of sports
  - 2) Chris is certified to host baseball specific class
    - a) Small fee for each coach
    - b) Send info to all youth organizations (Chris)

## **E. Promotional Opportunities**

1. Social Media Pages
  - a. Allentown Parks & Recreation (5K followers)
    - 1) Offered to post/share each organization's flyers (Chris)
    - 2) Allentown School District (8K followers)
      - a) ASD does not post info via their social media website (Jason)
        - i. Chris will follow up on this (Chris)
    - 3) City Without Limits - City of Allentown Facebook page (15K followers)
  2. Cedar Sports Day
    - a. Friday, June 28 (10:00-2:00pm) for children in Allentown (500+ playground kids) at Cedar Beach Park
    - b. Offers various stations to expose children to other sport offerings that they may not have access to
    - c. Youth organizations are encourage to attend and run a station

## **F. Issues/Obstacles**

1. Communication assistance
  - a. Social media opportunities
  - b. Help reaching kids in the schools to families
  - c. Email blasts, school PTA meetings
  - d. Advertise on radio, TV, flyers
  - e. Transient community
2. Advertising for coaches, volunteers
3. Each organization should connect with old alumni
4. Can send email info of children/parents to Recreation office. Rec. office can send out info on organizations and activities.

## **ACTION ITEMS**

### **Diane**

- Look into Game Changer App (Dick's Sporting Goods)
- Provide access to youth organizations/teams for Team Snap (app)
- Confirm First Aid Training date in early May at East Side Youth Center
- Look into cheaper prices for lime and field conditioner for organizations
- Send info out about Little League night at LV IronPigs (6/28)
- Send info about "Community Nights" to organizations

- Does Team Snap track level movement of the kids? (ex. Midget to Knee-Hi)

### **Chris**

- Send out National Alliance for Youth Sports (NAYS) Training Info
- Look into the ASD Facebook page not allowing youth organizations to share registration info.
- Send out date/time/location for Jr. Homerun Derby and Pitch/Hit/Run Competition
- Send out Cedar Sports Day info to all

### **John**

- Send Little League questions to Rob Leskosky about the RBI Program

### **All**

- Collaborate between youth organizations
- Wear your organizations clothing to connect with alumni that could lead to sponsorships, new coaches/volunteers, etc.
- Think of creative ways to engage your players, coaches, and parents
- Mark your calendars and attend Cedar Sports Day (6/28 @ Cedar Beach Park 10:00am-2:00pm)
- Send Chris all of your registration flyers, events, etc. for your organization.
- Remember, "Baseball is 90 percent mental and the other half is physical."  
– Yogi Berra