

KEYSTONE OAKS ATHLETICS
Athletic Committee Notes

Meeting Date: 10/28/14

Start 6:02

Finish 8:00

Attendees: Mark Elphinstone, Neely Crowell, Greg Perry

Presenters: Jeff Bush, Side Effect

Ray Battistel, Shaw Sports Turf

Side Effects Presentation

Jeff Bush from Side Effect presented information on options available for scoreboard upgrades at Dormont Stadium. Side Effects is an 18 year-old, nationwide high school sports marketing company seeking to unite communities by raising revenue for high schools to acquire new equipment at no work or cost to the school through sponsorships.

The board received a packet of information from Side Effects at the October 30, 2014 Voting Meeting. Side Effects offers a 10-year contract in order to pay for the scoreboard. They solicit free of charge (included in the contract price) local businesses to advertise on a variety of scoreboard formats. The school owns the equipment upon delivery and splits revenue 50/50 with Side Effects. Once the equipment is paid for out of the school's revenue share, the district will receive cash from ongoing advertising revenue.

A few items to note from the presented contract:

- 1) District is responsible for maintenance, repair and operation of the equipment. Side Effect will install the equipment if there are enough funds from the advertising revenue.
- 2) This is an exclusive contract. If signed, the district shall not seek additional advertising revenue for the stadium.
- 3) Contract length is 10 years and will auto renew annually unless written intent to terminate is given. At which time, the district will likely still be under contract with the advertisers and needs to honor such contracts through duration of the terms.

There are a variety of signs available and upgrades. It is difficult to provide an exact cost until it is decided what type of structure and upgrades the district prefers.

In general, the boards can run 13,000 – 16,000. Message boards are 15,000-16,000. The board would be allowed to choose between paying for the equipment outright or entering into a revenue sharing contract to pay for the equipment.

Our current panels cannot support the new scoreboard and advertising signage. This would be an additional cost. However, it was noted that there could be someone who would be willing to donate the posts or trade for advertising allowance.

The advertising contracts are generally 3 years in length and can bring between 1500-2,500 per panel. Many of the examples provided in the brochure show 6 panels. Revenue from advertising could range between \$9,000 – \$15,000 every 3 years. With the revenue sharing agreement that would allow the district between \$4,500 - \$7,500 toward paying off the equipment or revenue every 3 years.

The company will honor any existing obligations that the district has with UPMC Sports Medicine.

Coach Perry and Mark Elphinstone discussed esthetics and to find a classy option that isn't too junky and busy.

Shaw Sports Turf Presentation

Ray Battistel from Shaw Sports Turf presented those at the meeting with their company capabilities and product sample / demonstration.

The turf at Dormont Stadium is past the 10 year life expectancy of artificial turf. The product that is currently on the field has continued to be serviced under warranty beyond the 8 year term on a handshake deal. Dormont Stadium has been used as a showcase for the vendor for many years. The company has not been charging us for repairs that typically run about 3,000-6,000.

The current under layment layers are in fantastic shape. There are no leaks or degradation. The under layers can last 40. years. The issues that we are having with the turf are related to the seams. Wear and tear factors include sun, freeze / thaw and play. Mark noted the extensive amount of play at the stadium due to our agreement with Canevin, youth sports, soccer, etc. We have received more than typical life expectancy from the turf considering the length of time and the amount of play it receives. There is some concern over liability if we do not replace the turf.

Ray Battistel presented us with two different products, the Momentum and Legion turf. We currently have the Momentum product. The Legion product is newer and also less expensive. It has been upgraded to include two different types of monofilament fiber and slit film fiber. The infill is a combination of sand and recycled tire rubber. It is a loose infill.. meaning that it kind of resembles rubber mulch also referred to as crumb rubber.

The product also passes concussion recommendations.

Ray did bring up a news item so that we were informed. There are some people out there questioning the safety of rubber crumbs. It was also noted that debate over this type of product has surfaced in Mt. Lebanon.

We were told that the Shaw products have been in production for 17 years and have been thoroughly tested. One resource provided by Ray is the Synthetic Turf Council. Their website is <http://www.syntheticurfCouncil.org/>.

After the meeting, Neely did a quick google search to see what else has been said on this topic. This is a hot topic right now with many districts questioning whether there is a safety concern.

The following may be of interest:

<http://www.nbcnews.com/news/investigations/high-school-cancels-crumb-rubber-turf-field-after-nbc-report-n226606>

Can we please find out more about the Nike (recycled tennis shoe) infill?

<http://www.thepostgame.com/blog/daily-take/201410/synthetic-turf-giving-athletes-cancer-soccer-crumb-rubber-goalie-fields>

http://www.epa.gov/nerl/features/tire_crumbs.html

Mt. Lebanon has looked at a coconut husk alternative to the rubber crumbs, but this is an extremely expensive option that adds up to \$800,000 to the project along with logistic issues on care.. such as needing a water source and drainage.

The project is expected to cost .50 square foot to remove and dispose of the old turf (\$40,000). The old turf will need to be disposed of as it is not a recyclable material. The new turf would be made of all recyclable material. The new top layer of turf and infill cost 4.20 square foot which includes logos, etc. (\$327,600). This includes an 8 year warranty and grooming machine.

We would not need to hire a professional to oversee the project or any permits. It is a retrofit and we could go through the state contract system.

The retrofit would take 22 days. There is no wait for use once the turf is installed. There would be a window between spring sports and graduation that could be utilized for this project.

Athletic Website

Mark has been working with the Tech and PR departments to make updates to the Athletics portion of the website.

Adding Sports

Mark mentioned considering adding MS Boys Volleyball and provided the following research:

Reviewing the WPIAL website only 10 teams have MS boys Volleyball. All the teams are AAAA and 1 AAA team. I don't believe this is the time to start MS boys Volleyball. It might be something that is done as a club or after school sport. Let me know your thoughts.

SECTION 1

Ambridge

Bethel Park

Canon McMillan

Montour

Shaler

SECTION 2

Butler

Deer Lakes

Fox Chapel

North Allegheny

Seneca Valley

Mark mentioned that he has had more parents approach him about adding MS girls soccer than volleyball. We thought that the students and parents could drive the decision on which sport to add. If there is demand for Soccer, then we should consider how to add it to our offering.

Some people are also looking at adding a Bowling Team. We thought in the early stages at least that this sounds like a club. Mark was going to discuss with Mr. Hagy. Mark was pretty sure that the majority of other districts have bowling clubs rather than a bowling team sport.

Old News

Boys Soccer sales were up this year. The end of season total sales document has been provided as information for the Board.

Fall sports teams are in the process of submitting their needs for next season. Mark plans to have this information to the Board by December 1.

Mark has been working with the Athletic Director at Bethel Park to get specifications for softball dugouts and have given those plans to Chris Swickline to get costs.