

**GATFXCCA
Conference Call
Sunday, June 25, 2017, 7:30 p.m.**

Attendance:

Matt Henson – President, Track & Field Committee Chair/Growth & Development
Cathi Monk – Vice President/Annual Clinic Chair/Team Georgia
Travis Gower – Secretary/Membership
Eric Heintz – 4A XC/Track & Field/Strategic Planning & Goals
Mike Judge – Club & Summer Liaison/Coaches Education
Tim Suttles – 1A Public Track & Field/Communications & Social Media Chair
Patrick Parsons – 6A XC/Track & Field
Andy Christie – 7A Cross Country/Cross Country Committee Chair
Nick Houstoulakis – Track & Field At-Large
Will Wood – 2A Track & Field

Agenda:

- ATC Meeting Re-cap
- Developing a multi-year plan – Eric Heintz
 - Desire to develop a 3 – 5 year plan of goals and structure for the coaches association
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- Newsletter
 - Quarterly newsletter was a goal, so far we have put out one
 - With the USTFXCCA, do we need a newsletter?
 - Mike Judge suggested, based on experience with USATF Georgia, to create a newsletter and drive them to the website
 - Tim Suttles – discussed the Illinois Coaches Association – follows the twitter, gives free webinars
 - Eric Heintz – suggested to keep an eblast going, possibly paying/giving a gift card to encourage coaches to post once a month
- Website
 - Sent log-ins to many of the executive board
 - Do we need a change?
 - Cathi Monk – we pay \$300 per year to maintain, suggested we keep the website until we find something better for the cost
 - Is there a way to do an e-mail/text blast every time there is an update to the website or a weekly update? – Eric Heintz will look into this
- Coaches e-mail contacts
 - A lot of changes at schools, need to update the directory
 - Will organize at the July Executive meeting
- Restructuring & Focus of Areas of Responsibility
 - Track & Field Head/Growth & Development – Henson
 - Clinic/Team Georgia – Monk
 - Membership – Gower
 - Business Partners/Sponsors/Revenue – Beaudreau
 - Matt Henson – suggestion to link the membership payment to the clinic payment

- Cross Country – Christie
- Communication/Social Media – Suttles
- Coaches Education – Judge/Neal
 - Emphasis for Coach Henson
 - Mike Judge suggested to find out the number of coaches that have a certifications, and make a plan to add to that each year
 - Change on the link to the website to emphasize the coaches education aspect
 - If any of the executive board isn't USATF Level I or needs to recertify, there are funds available to do it for the November USATF Level I clinic at Life College
- Strategic Planning & Goals – Heintz
- Hall of Fame – Hudson
 - Coach Henson suggested there be a nomination process for the Hall of Fame
 - Suggested to also publish the requirements
- Research & Date – Parsons/Wood
- Conference Call Schedule – Last Sunday of the month @ 7:30 pm
- Christmas Board Meeting – more of a reflection/clinic preparation, set a date at the GATFXCCA Board Meeting on July 30th
- GATFXCCA Board Meeting on July 30th
 - Parkview High School
 - Dinner donated
 - Come with updates/ideas for each of the areas
 - Clinic Date set for MLK, Jr. Weekend 2018
 - Any suggestions for speakers?
 - Points of Emphasis
 - 2018 Budget
 - 3 – 5 year strategic plan
 - New Survey for all coaches (members or not)

Adjourned at 8:41 p.m.