MONTGOMERY COUNTY
SPORTS ADVISORY COMMITTEE

AGENDA
North Potomac Community Recreation Center
13850 Travilah Rd, Rockville
Thursday, February 20, 2025
6:00 p.m.

Board Members: Princess Clemente, Ben Corb, Tom Cove, Mary Kate Crawford, Jay Goldstein, Sam Griffin, Trish Heffelfinger, Rick James, Tony Korson, Amy Lopez, David Schardt, Tina Won Sherman, Christopher Wajda, Rachel Watanabe-Tate

Absent Board Members: Joe Hooks, Doug Schuessler, Doug Remer

Ex-Officio: Bryan Walker, Mark Comer, Derrick Thompson, Heather Fine, Carl Weber, Steve Solomon

Staff: Jason Fasteau

Guests: Aaron Kraut (Chief of Staff for Councilmember Dawn Luedtke)

6:04 pm - **Called to order** (Tom Cove)

6:05 pm - **Review agenda**
Collaboration Council presentation will need to be rescheduled

6:06 pm - **Approve agenda** (unanimous)

6:07 pm - **Welcome guest Aaron Kraut** (Tom Cove)

6:08pm - **Review and approve January minutes** - Trish Heffelfinger motioned to approve, unanimous approval

6:09pm - **Vote on Mission Statement/Vote on Steering Committee and Working Groups**

Vote on Mission Statement - Unanimous approval of the mission statement with addition of "high-quality sports programming" to reflect notion of not just providing sports, but providing meaningful sport experiences based on best practices in child development, motor development, inclusion, etc.

Vote on Steering Committee and Working Groups (Tina Won Sherman)
Tina provided an overview of the steering committee and working groups.

Steering committee would include:

1. Chair
2. Vice Chair (who is also the Ops (Operations) Chair)
3. Secretary
4. Chair of Recognition
5. Chair of Advocacy
6. Chair of Community Engagement
7. Chair of Communications

Ben Corb motioned in favor the Steering Committee/Working Groups proposal, unanimous approval from the committee.

6:20 pm - **Working group updates**

6:20pm - Recognition Working Group (David Schardt; other working group members are Princess Clemente, Steve Solomon, Trish Heffelfinger)

Unsung Heroes Award update:

- 21 nominations received, deadline for nominations 2/28/25.
- Max number of awardees = 3
- Awards will probably be plaques that Rec can pay for
- Gabe A. proposed recognizing state championship teams from MCPS at May awards event
- ACTION: Trish and Jason will meet on event logistics

DISCUSSION: Should nominees be considered year over year?

DISCUSSION: Should we notify nominees who didn't receive an award? Consensus: yes

6:29pm - Advocacy Working Group (Ben Corb; other members are Tony Korson, Jay Goldstein, Steve Solomon)

Advocacy 101 presentation by Ben Korb. Highlights:

- What are issues that capture both high personal interest AND high constituent interest for electeds?
- Success = building momentum and incremental steps
- Low-hanging fruit:
    - Tell everyone we exist/build awareness of needs
    - Build support
    - Identify elected officials who will be our champions
    - Deliver outcomes

ACTION ITEMS for advocacy meetings:

- Each meeting should have a notetaker, ideally not anyone who's a direct constituent of that official
- Try to have a group 10-min debrief immediately after each meeting
- People still need to complete feedback form on some advocacy meetings
- Only one person from the meeting needs to do the feedback form

So far: Case study and sports directory seemed relatively popular (as well as Unsung Heroes award)

Discussion followed about specific advocacy meetings as well as various rec center needs/proposals in the county (Montgomery Village, Western County)

ACTION/FUTURE DISCUSSION:

- How can we track responses to our 6 recommendations on a dashboard?
- Develop a letter for operating budget season (could just be the recommendations)
- Future discussion: Are rec centers a priority for us, and how?

- Some councilmembers point to Active Montgomery as an existing resource and ask, how can we maximize usage of it? What are low-cost solutions we could suggest for Active Montgomery?

Discussion of Kennedy HS pre-pandemic grand-funded sports participation pilot. Rachel Watanabe-Tate provided insights as a teacher in that cluster who participated at the time.

Sports Tourism Task Force update (Tom Cove): No budget for consultant but now working with MoCollege interns.

ACTION: Sam: We've already started recruiting students to help with community engagement work. Need to create a problem statement

ACTION: Tom: by next meeting, will have met with all County Councilmembers

7:05 pm - Community Engagement Working Group (Sam Griffin; other members Princess Clemente, Rick James, Amy Lopez)

Presentation on how to build community engagement programs

ACTION: What are set Qs we want to ask all community members for consistent engagement?

Community engagement events (both hosting our own meetings but also going to existing community meetings) would include debrief by committee members who participate.

ACTION: Email template under development

ACTION: Create social media accounts especially for engagement with young people

Questions for future discussion: Do we want to create a newsletter? How will we summarize findings and recommendations? How will we divide up online presence between Community Engagement and Communications?

POSSIBLE ACTION: Commission on Youth meeting earlier today (Tina, Tom, Jason) - Annual Youth Voices event - early April - we could submit questions to be asked?

Discussion followed about data gathering within MCPS, including ES and MS PTAs (Heather Fine) and MCCPTA.

ACTION: County events season starting now–we could do tabling, including at April EcoFest (maybe at existing Rec table)

7:31 - Operations/Communications (Tina Won Sherman, Mary Kate Crawford, Christopher Wajda)

Christopher set up Google account for committee (moco.sports.advisory@gmail.com). Includes:

- Google Drive
    - Resources
    - Working Group folders
    - Archives
- Gmail
- Calendar

Discussion followed about handling of award nominee info.
ACTION: Recognition: set up a separate folder for nomination info
ACTION: Use nominee info as part of starting committee email list

7:41 pm - **Next Steps on Sports Programming Directory** (Tom Cove)

Discussion of examples of programming directories/platforms, as well as challenge of vetting participants/organizations. Also discussion of state bill HB1393 (state registry of youth sports personnel).

Next meeting action items

ACTION: For next meeting, think about how we could get the directory done? What will be our ultimate recommendation? For both the directory itself and the app.

ACTION: Bryan Smith- present next time on MS sports 10-15 mins. Commission on Children and Youth also interested in MS sports and are invited to next meeting.

ACTION: Collaboration Council for April meeting?

Next meeting: Wheaton Rec Center

8:01pm - **Adjourn** - Ben moved, Rick second, unanimous approval