



### **AGENDA**

Sports Advisory Committee  
2425 Reddie Drive, Wheaton, 10<sup>th</sup> Floor  
Thursday, July 17, 2025 - 6:00 p.m.

**Board Members:** Tom Cove, Mary Kate Crawford, Jay Goldstein, Samantha Griffin, Trish Heffelfinger, Rick James, Amy Lopez, David Schardt, Doug Schuessler, Tina Won Sherman, Christopher Wajda

**Absent Board Members:** Ben Corb, Tony Korson, Princess Clemente

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

**Staff:** Adriane Clutter, Jason Fasteau

**Guests:** Sophia Russo, UMd. (community engagement intern), and Marty Fox, Aspen Institute (guest speaker)

6:07 pm - **Welcome and General Announcements / Ice Breaker** (Tom Cove)

6:16 pm - **Review and Approve Agenda** (Trish Heffelfinger, unanimous approval)

6:16 pm - **Review and Approve June Minutes** (Mary Kate Crawford, unanimous approval)

6:16 pm - **Children's Bill of Rights in Sports Presentation** (Marty Fox, Aspen Institute)

Mr. Fox presented on the [Children's Bill of Rights in Sports](#), an initiative of the Aspen Institute's Project Play. Project Play is a think tank for youth sports trying to address stagnant nationwide participation rates and promote shared values that center kids within youth sports, instead of revolving around adults paying other adults to run youth sports (note: the cost of participation in youth sports in the last five years).

The BoR was released in 2021 and has been endorsed nationally by a wide range of private and public entities.

After the presentation, there was Q&A about how to activate the BoR at the county level, and ways that Aspen can help local entities trying to gain wider endorsement of the BoR.

7:05 pm - **Children's Bill of Rights in Sports Follow-Up Discussion** (Committee)

Discussion ended with motion to endorse Children's Bill of Rights in Sports pending discussion of partnerships and implementation (Amy Lopez moved, Mary Kate Crawford seconded, unanimous approval)

7:25 pm - **Working Group Discussions**

Communications (Mary Kate Crawford and Christopher Wajda)

"Play your Part, MoCo" was the top-choice tagline picked by online voting of committee members for a social marketing campaign (which could be where we communicate the Children's Bill of Rights endorsement).

Presentation by Mary Kate Crawford:

1. Increase awareness of community/health benefits of sport
2. Promote opportunities to play in MoCo
3. Recruit volunteers, coaches, and officials to support local sports
4. Highlight sports value in youth dev and senior wellness

#### Audiences:

- Youth and parents
- Seniors
- Community members
- General public

#### Core pillars:

1. Play
2. Support
3. Officiate
4. Thrive - mental, social physical health benefits

#### Channels:

- Social media via Recreation Department
- Newsletters and local media radio
- Schools and rec centers: Flyers/announcements/screens
- Transit ads

#### Success metrics

- Players registered
- New coach/volunteer signups
- New certified officials
- Web traffic, social media engagement, survey respondents/results

Community Engagement (Samantha Griffin, Princess Clemente, Amy Lopez, Rick James)

#### Presentation on stakeholder outreach efforts (Sophia Russo):

- Survey for stakeholders
- Flyer/QR code for events
- Stakeholder Database
- ACTION ITEM: Christopher will add people to access for stakeholder list
- ACTION ITEM: All members add contacts to the database and flag if you have a connection to someone, put it in the Notes column

Discussion followed about survey methodology, including questions re: surveying children (both older than and younger than age 13)

- ACTION: suggestion for alternate language for Qs for kids (Mary Kate Crawford)
- Spanish language version to come

Other engagement ideas:

- Teen Works (Rec)
- Student Athlete Leadership Council
- LBCAY
- Leverage Bill of Rights endorsement / Aspen Institute support to have other orgs help us engage with youth

8:11 pm - **Adjourn** (Rick James, unanimous consent)