

Attendance:

- Travis (770-846-0997), Kate, Amy, Stephen, Ken

REPORTS:

- No Reports

AGENDA:

1) Social Media

- Instagram: 466->524, Incredible activity - Thanks Team! - Bio for IG, please send to Kate and Stephanie
- YouTube Channel - 5->23 subscribers, 4 videos
- TikTok: 0->7 followers (brand new), connected to new gmail newenglandwso@gmail.com
- Website - Prototype Wix Site with Printful integration, looking for feedback
- Email Templates - Still a work in progress, this will be the next step to add to our IG and website activity and a focus this month!

2) Meets

- New Haven Open coming up 5/15
- Kilos for K9s - 6/25
- Bay State Games - 63->89, 7/16-7/17
- WSO Championship - 8->23 Registered without much advertisement, will be working to get video content to advertise
- Report released last year we were ranked 23 out of 26 in number of meets sanctioned with 6 sanctioned competitions. This is partially due to COVID restrictions as CT and MA alone

would account for many more meets each per year in the past, but would love to see us reach 20 meets this year. Would love to see at least 1 meet in each state by next year.

- Spoke with two people, one from Rockport, Maine (Chris Chacon of CJ Strength and Conditioning - (207) 592-3004 (text only)) and one from Concord, NH (Brett Scott of Arkitect Fitness - brett@barbelltherapyandperformance.com) about hosting a meet, both interested

3) Events

- Would love to set a date for our first training meetup, we had discussed with Carla potentially doing one at District Athletic Club in July. Is this still a possibility?
- Coaching Zoom call
- Instructional Webinar?

4) Youth Development and Recruitment

- Would like to setup a system of recruiting and developing youth lifters. We have a huge history in New England, and to keep things going we need to work on grassroots pipeline.

OLD BUSINESS:

- Youth Development and Recruitment Committee discussion - Bryan Polsenetti, Joe Black

- **Connecting College Age athletes with colleges, Freddie Myles in Nebraska, etc.**

NEW BUSINESS:

- **No New Business**