

Ponte Vedra Sharks Booster Club

To lend moral, physical, and financial support to all athletic programs and events of Ponte Vedra High School.

Meeting Minutes

The meeting was held Monday, December 3rd, 2018 at the PVHS Office Conference Room 7pm

Attendees:

Amy Pattison	President
Anna Pirgousis	Vice President, Wrestling
Tommy Reinheimer	Treasurer
Dayle Hoffecker	Secretary, Boys tennis
Eric Frank	Athletic Director
Molly James	Cheer, Booster Bash
Meg Bradley	Volleyball and Boosters' Membership
Lesly Sumas	Girls' Soccer
Kamie McBrayer	Boys' Soccer
Grant Conway	Boys' Golf
Elizabeth Hage	Swim
Kathy Dejesus	Dance
Karen Carmichael	Dance

Amy called the meeting to order at 7:02 pm and introductions were made around the table.

Secretary Dayle Hoffecker – No corrections were made to the November 5, 2018 minutes. They have been posted and distributed via email. If any correction is needed on this meeting's minutes, please email dayleellen@gmail.com. The minutes are posted on-line by clicking Athletics, Sharks booster club, downloads, meeting minutes.

OFFICER REPORTS

President's Report – Amy Pattison - No report

Treasurer - Tommy Reinheimer –The 7/1/18 beginning net assets of General Boosters are \$73,792.67 and the Net Loss from 7/1/18-12/3/18 is (\$16,397.38) for a 11/5/18 net asset balance of \$57,395.29. The Board approved a girls' basketball \$500 scholarship, Issued the first of 3 deposits to 3 Palms (\$2,700) for Booster Bash. Girls Lacrosse received a \$515 matching donation from Benevity. Molly requested that Tommy send an email to Meg (our membership chairperson) when matching occurs so that families are upgraded on their membership levels accordingly. Baseball netted \$10,791.91 during their recent their golf and silent auction fundraiser. Tommy will follow up with our tax accountant regarding the Boosters tax return for 2017-18 and hopes to schedule meetings to solicit bookkeeping

proposals for evaluation over the next month or two. We need to find a replacement for Boys' treasurer, Mary d'Errico. The Football treasurer, Dan, is also transitioning off at the end of the school year. Tommy inquired whether there was a requirement that volunteers have a child / student at the school; Amy doesn't think that there are any limitations in the by-laws. We have historically had some very good volunteers without children in school sports, so pursuing this type of candidate seems to be fine.

DIRECTOR REPORTS

Membership Meg Bradley –Meg provided the correct membership number to date as 313. Meg receives many memberships through paypal (ie. Girls basketball) which makes it really easy. Softball just had their 1st meeting and they encouraged Booster membership. Eric met with all the teams and believes Boosters is being promoted. Eric has an idea for the future whereby he has each seasons' sports meetings scheduled on one evening (in say the auditorium) where important common information is shared like joining Boosters, fundraising opportunities, big items that Boosters have purchased, and the like. Eric and Dr. Oberkehr can speak to the parents and also introduce our athletic trainer, Cody Pontius. Eric has an idea to have a PVHS athletic gear store and maybe sell items that night. Currently, Crowley's supplies many teams with gear. After the group common meeting, individual teams can have a breakout meeting to complete the evening.

Communications Director – Christina Cush Christina couldn't come to the meeting but called Amy with her report. Amy said that Christina got all the Booster Bash information on the website. The Facebook link now works on the Booster website.

Potential project carried over from previous meeting: a consistent website platform available for all the sports heads to use (and have a small manual for succession purposes). A marketing or IT Academy intern might be helpful for this project. Also, Mr. Richards is the media specialist at the school and might be a good resource.

TPC Chip in For Youth Fundraiser- Jane Rollinson Jane couldn't be at the meeting. Remember that TPC Tickets make great Holiday presents! Amy uses the links to purchase TPC Tickets and Booster Bash on her emails to her PVHS sports teams which is a good idea to promote the events.

Information from prior meeting: Chip-In-For-Youth is a fundraiser for local non-profits. Each PVHS sport sells TPC tickets which are good for ANY ONE day March 12-17th, 2019 (earlier this year!) Other TPC tickets are date specific and sell for \$60-\$70 so our \$55 are a good price. Each \$55 ticket sold gives \$30 back to Boosters who then gives about \$27 to the sport that sold it plus a prorated bonus. There is an advantage of selling actual physical tickets (vs on-line purchases)- no sales tax and convenience fee. September 10th is the 1st day for selling tickets! Try to use the holidays to sell TPC tickets as gifts. Should Boosters buy extra tickets after the cut-off date? (last year's first place team kept an additional 50-100 tickets, and sold all of them.) However, if Boosters does the same and they aren't sold, we are

responsible for their cost. Remember to write the bar code number down as the tickets are given out. If they are subsequently lost, they can be voided.

January 26, 2019 Booster Bash- Molly James Molly has 40 tickets sold to date. Molly encourages all the teams to promote the event, promote a Booster Bash sponsorship, and obtain their auction items. We currently just have the Football sponsors who get Booster Bash benefits but no new Booster Bash sponsors yet. Next year, Football sponsors should only get 2 Booster Bash tickets because of capacity limitations. Molly created 3 higher level (\$4,000) Booster Bash sponsors which included a premier parking spots in addition to the other benefits. Molly has a meeting tomorrow with 3 Palms. Each team is allowed 3 silent auction items. Football has more, and Molly told them they have to wait to see if some sports don't use their allotment. Molly will use the live auction item provider for one item (Espy, Country Music Awards or similar) to provide a flashy item. She thinks she has a good quantity of the other live items (Oceanside Cleaners, Christy's Dream Ice Cream, and Smoothies for a year, parking, etc). Amy obtained symphony tickets and is waiting to hear from Florida Theater. Cross Country Coach Rob is obtaining so many gift certificates from local business and made a donor solicitation receipt to give the businesses. ACT/SAT prep and singing/music lessons are always good auction items. Eric will help Molly market Booster Bash on the electronic sign in the PVHS driveway and in SharkBytes. You can buy non-raffle tickets on line, but Molly has hard copies of tickets if you need them. The 1st prize for the SharkTix is the \$1500 all-sports pass Booster membership. She will also have gift cards as prizes. Suggested contribution for the SharkTix are \$5/each or 5 for \$20. Elizabeth had a great idea: She's going to sell the SharkTix at the upcoming swim banquet, and at the banquet give away Shark beanies by pulling from the sold SharkTix. Either Mr. Nettles or Eric will be the auctioneer, depending on Mr. Nettles' school conflicts. Info from prior meeting: Coaches need to come up with their wish list item by January 11th. All wish list items should be run by Eric so that he can make sure they align with what makes sense (ie. Are sideline mats the proper sizing given the field limitations?). If teams don't raise the amount for their item, it is up to that sport to earmark that in their account and perhaps run another fundraiser to arrive at the desired amount. 25% will be apportioned to Boosters from the wish list item in keeping with the rest of the Booster Bash allocation to defray the cost of the evening. Remember to gross up the wish list item to make sure they arrive at the cost of the item. Molly is selling tickets on the Constant Contact link that will be on the Boosters website. You can also send a check to the Booster's PO Box. 75% of ticket sales and auction sales (live and silent) as well as Shark tix sales goes directly to your sport. The remaining 25% of the revenues pay for the cost of the evening (around \$20,000), with any overage going back into General Boosters account.

Athletic Director – Eric Frank Eric initiated an Athletic Leadership Council at PVHS made up of about 30 Sophomores and Juniors chosen by each coach. This number will likely grow to 50. These are not necessarily the top athletes. The Council will be led by Eric and 3 Seniors who are on the County Athletic Leadership Council. Sophomores will stay on for their Junior year and 3 Juniors will be chosen by Eric to become next year's Senior leaders and participate in the downtown Athletic Leadership Council. General Boosters purchased the book, Chop Wood, Carry Water, How to Fall in Love With the Process of Becoming Great, for each student which will be used at the meetings for discussion about leadership and character development. A note was placed in each book that the Booster Club donated

the book. Each student will leave a legacy message on the jacket of the book which will then be passed down to subsequent years' students. The AC will meet monthly and talk about how to have character and be leaders in our teams, our school, and in the community. Character and leadership complete the full athlete. They are working on building a Mission Statement, selecting a service project, preparing a teacher appreciation lunch (with paper plate awards), promoting school pride (possibly attending one team event) and will study one book each year. All of these activities will teach the kids how to leave a legacy. Eric also received a grant to pay for the following year's book.

Dr. Kehoe will be coaching both Boys and Girls Varsity Tennis. Sherri Feldman will be assisting with the boys' JV and Bob McCormack will be assisting with the girls JV. The assistants will also help with Dr. Kehoe's scheduling conflicts.

IMPORTANT BUSINESS

Booster Membership – Restructure

Amy has scheduled her 1st meeting on December 10th and has made an agenda. There is a plan to complete the tasks and to implement the recommendations in time for next years' membership drive. The goal is to make sure the changes work for Boosters, work for the Administration, and work for the Booster constituents. The committee will address the revamped Booster Membership levels, family definition, sponsorships, and related issues of funding coordination with the Athletic Department.

UNFINISHED BUSINESS

Bookkeeper Update- Tommy identified 4 potential bookkeeping companies to approach about providing professional services for PVHS Boosters. More to come.

Proposed portable lighting- Eric spoke to several people and storage seems to be an issue with the proposed portable lighting. The interest also didn't seem to be there at this time to purchase these.

NEW BUSINESS

Trophy Cases - Eric would like to move forward with trophy cases for the front office (current estimate from approved vendor is \$12,000) . Amy stated that the Executive Board discussed this and concluded that this project doesn't quite fit the mission statement as a high priority for the PVHS sports needs at this time and current students don't necessarily benefit from prior student's successes. Amy questioned whether the built-in nature of the cases might make it a County expenditure, but Eric thought it was comparable to the batting cages, PA, or dugout which fell into the Sports/Boosters purview. Eric feels that the success of the sports teams should be prominently displayed. The \$12,000 price tag was also discussed. Tommy felt that we need a \$25,000 of our \$57,000 reserve for working capital. So in effect, we have \$30,000 for future capital needs. If we had unlimited funds, it would be a nice project. However, it seems like other infrastructure needs should be a higher priority. Molly suggested that perhaps this could become a Booster Bash wish list. Eric might add some new lighting in the athletic

area and showcase trophies a bit there. Eric agreed to obtain further quotes and table this initiative until a future date.

Softball Benches- Eric convinced Nick that benches were not necessarily infrastructure subject to stringent specs. They found a pre-made composite bench that is about ½ the cost which could have the PVHS custom logos on it from a licensed contractor with a warranty. Eric and the coaches approved the approximate \$1,250 purchase and the Softball Boosters will purchase the benches.

Thursday, December 20th Jimmy V Foundation Basketball Night at Creekside – 3:00- 9:00ish back-to-back PVHS JV and Varsity Girls and Boys Basketball games vs. Creekside. Jimmy V Foundation is a cancer research foundation that started in honor of the basketball coach, Jimmy Valvano, to achieve victory over cancer <https://www.jimmyv.org> Cool T-shirts are being sold for \$10. There are sponsors for this event. The goal is to raise \$3,000 for the charity.

Announcements –Grant Conway spoke of the beautiful collaboration of last Friday's PVHS and Bishop Kenny boys' basketball game called Pink-Out. At the game, they honored the BK's Asst. Coach's son, Dominic Allmond, who was killed in a car accident this past August. Both teams wore Dominic's number on their jerseys and PVHS lost in a last second dramatic shot and players stormed the court in excitement. Money was raised for the Dom Allmond Scholarship Fund and was presented to Dom's dad. It was an emotional and warm-hearted night. The BK Coach emailed Grant saying it was the classiest thing for the kids and parents to experience and Dr. Oberkehr shared a similar email with Eric from the BK principal commending PVHS's basketball team. Eric will visit the boys' practice tomorrow and reiterate what an impact they had on the community with this act of compassion.

Eric warned the PVHS sports community about a fraudulent company currently operating under the name, Sports Media Marketing. They previously were called Boost Athletic and Touchdown. Eric is obtaining a cease and desist order from the County. This company purports that they can sell advertising on behalf of high school sports teams and keep the advertising revenue. For example, they will make an inexpensive PVHS sports banner and turn around and sell that banner for much higher price. They are not authorized to do this. Eric is requesting that all Boosters send out information to warn coaches and team leaders saying that anyone that is contacted VIA EMAIL to be an advertiser of our school is fraudulent. All PVHS's sponsorship requests are done verbally.

Eric is working on securing an official school sports photographer. Eric is also thinking about doing a Media Day promoting all the sports teams with local media and having photographs taken. We are going to do a well-planned Signing Day in February. Look for more about this in January. Amy inquired about the shark fin signs from Fast Signs which are generally purchased by the teams for team spirit.

The NEXT full meeting will take place on TUESDAY, January 8th at 7:00pm in the Front Office Conference Room.

ADJOURNMENT – Meeting adjourned at 8:02pm

Dayle Hoffecker, Secretary