

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, November 5th, 2018 at the PVHS Office Conference Room 7pm

Attendees:

Amy Pattison	President
Anna Pirgousis	Vice President, Wrestling
Eric Frank	Athletic Director
Tommy Reinheimer	Treasurer
Dayle Hoffecker	Secretary, Boys tennis
John Lazzara	Past President
Christina Cush	Director of Communications, Volleyball
Molly James	Cheer, Booster Bash
Meg Bradley	Volleyball and Boosters' Membership
Vicki Corlazzoli	Boys' Basketball
Mark Corlazzoli	Boys' Basketball
Vicki Atkins	Dance – Splash
Lesly Sumas	Girls' Soccer
Mindy Meyers	Girls' Lacrosse
Stephanie Cells	Cross Country
Grant Conway	Boys' Golf

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 October 1, 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

Amy's email is gatoramy@tt.net and her cell is 904-910-8245. At work, she can not receive emails so if something is timely, please text her to tell her she has an email from you and she will retrieve it.

Amy is still seeking data on how each sport integrates joining Boosters with their player fees. Please email her this information and she will also send an email out requesting this data. Girls basketball

did just promote joining Boosters at their recent meeting. Eric was at soccer, track, wrestling and LAX meetings, and they also have promoted joining Boosters. Eric also talks with the coaches at his coaches meeting regarding the same.

Treasurer Tommy Reinheimer –The 7/1/18 beginning net assets of General Boosters are \$73,792.67 and the Net Loss from 7/1/18-11/5/18 is (\$11,272.84) for a 11/5/18 net asset balance of \$62,519.83. 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. Tommy did complete and submit the required annual financial reports pursuant to St John's County SSO guidelines and he can answer any questions Eric may have. Eric did complete the PVHS AD internal report and provided it to Amy. Tommy has the financial reports for anyone that is interested. Tommy submitted the PVSBC registration for Chip-In for Youth Sports but didn't receive a confirmation from them. One team did buy some on-line tickets so apparently, we are registered. Amy will ask Courtney tomorrow to make sure. The Executive Board approved 4 Soccer Kick-back nets (approximately \$3,000) since the last meeting. General Boosters, band, and 7 teams paid \$25,007.85 towards the new Football Field sound system which got installed last week. General Booster's portion was \$11,432. 75 for the new PA system.

DIRECTOR REPORTS

Membership Meg Bradley – Molly officially turn over Membership to Meg and she is in full swing. Meg received membership from Boys soccer. Girls soccer and Boys and Girls basketball are coming in. Many Boys' basketball players are also football players, so they are already Booster members. Boys soccer just joined at close to or at 100% Booster membership. We are still around 20 shy of last November's total.

Communications Director – Christina Cush Christina still plans to add the social media links on the website. Amy will provide Christina with a list of the current sponsor logos so that Christina can update the Website with our current sponsors and remove those that have not renewed. 2018 Booster Bash sponsors need to stay on the website an entire 12 months since last Booster Bash. Molly will provide Mark the Booster Bash pdf so he can put it on the Basketball website. The Executive Board turned down The Ponte Vedra Recorder's offer to sponsor Athlete of the Week due to its \$250/month cost. However, it seems to have appeared in the paper pro bono. Eric gave the reporter (Benjamin Young) a list of the coaches he can reach out to.

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. Jane will be adding a drama code for them to purchase tickets.

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 passed out a Booster Bash Packet and she will also email this out. We are 2 ½ months away. Molly is negotiating the rates with 3 Palms because they are trying to raise the rate. Molly is asking for increased food because we ran low last year. Molly needs people to start thinking about auction items. 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 are 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. Next week, Molly has her Booster Bash planning meeting to market on social media, to work through details, and to start selling tickets next week through the Constant Contact link that will be on the Boosters website. You can also send a check to the Booster's PO Box. 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. Molly would like individual sports to come up with live auction items. However, if we don't have enough live auction items, Molly has been in contact with live auction providers who provide interesting items with a minimum reserve. For example, they will provide a \$1,000 item and if the item sells for \$1300, we keep \$300 and we pay the auction company \$1,000. The \$300 would go to General Boosters. The highest priced item from last year was a \$1,500 parking spot. We have graduation seats, Oceanside Dry cleaners for a year. Dance has 2 Jaguar season tickets and sideline passes. We have several premier parking passes for live auction. Either Mr. Nettles or Eric will be the auctioneer. We pay a stipend of \$250 for the auctioneer. There is room for 300 at 3 Palms. Teams can also bring sponsors to Boosters Bash. Some top-level Football sponsors receive Booster Bash Sponsor benefits. Molly created 3 higher level (\$4,000) sponsors which included a premier parking spots in addition to the other benefits. These will be valuable because parking on the street will not be allowed per the county next year. The administration is looking into other options for additional parking though. The 1st prize for the SharkTix is the \$1500 all-sports pass. Suggested contribution for the SharkTix are \$5/each or 5 for \$20. 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.

Molly passed out a flyer from Yobi yogurt who offers teams 20% kickback at their store for Spirit Night or they can also sell the yoghurt at OUTDOOR sports games with a \$15 delivery fee and minimum order of 15 cups. Each \$6 cup sold gives \$2 to the sports team. Contact. 904-903-4337

Athletic Director – Eric Frank

We have district champions in boys and girls golf, boys and girls swim, and volleyball. Boys and girls cross country qualified for Friday's state meet. Boys golf are state champions. Girls golf were 5th in state. Swim has regionals on Wednesday and Football is in the playoffs this Friday in Tallahassee . This is a great accomplishment.

Eric provided a hand out which details specifics about the new acquisitions of the Stadium sound, the Softball dugout (which is completed), and the donated used batting cage which will be installed by Thanksgiving. Ponte Vedra High School paid for some unforeseen costs in addition to donors, General Boosters and individual sports team contributions. We originally thought we could borrow the county lift to install the PA system, but it was booked until February so we had to rent a lift. Softball benches were not included in the cost estimate because they were going to be built by volunteers. However, the volunteer-made benches were turned down due to licensing and insurance reasons. Eric has a rendering for 2 12-foot dugout benches with an estimate of \$3,249. Eric would like to convey that it has been a group effort to achieve these improvements for the kids. Eric would like a new built-in trophy case for all sports in the front office. Eric also has an idea for expanding the press box.

IMPORTANT BUSINESS

Booster Membership and Gate Revenue

Amy would like to assemble a committee to address the revamped Booster Membership levels, family definition, sponsorships, and related issues of funding coordination with the Athletic Department.

Amy would like to meet several times and come up with a proposal in the February/March time frame so it can be in place for the May membership drive for the upcoming school year. Members on this committee will include Amy, Molly, Meg, John, Stephanie Powers, and Marcie Connelly. Let Amy know of anyone else who is interested in joining this initiative. Eric's current definition of a family is the parents/guardians and the children that live with them versus "seats". This might change after the committee makes their proposal.

Eric tallied the to-date game ticket receipts at just over \$50,000 for JV and Varsity Football, and volleyball. Had we been collecting ticket receipts for Booster passes, the total would have been \$76,000 (a \$26,000 delta). Eric believes we did not collect that much in Booster memberships (ie \$26,000) because of the family pass (say 4 people) x 6 games per pass. This should be taken into consideration in the committee's discussion. Eric uses ticket sales to pay for things in the AD budget.

So, if he doesn't receive as much in ticket sales due to the Boosters Pass, he has to approach Boosters for specific requests and monetary needs. Eric would like to have more ability to set his monetary priorities.

Amy would like a well thought-out, collaborative proposal which does right to all parties for this comprehensive issue.

UNFINISHED BUSINESS

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

General Booster Website "Clean Up" - Eric needs all individual sports websites to take off outdated paperwork (ie. Physicals and registrations). Instead, Eric needs individual sports to state "see PVHS Athletic website for required paperwork" where the most current paperwork is kept up to date. Eric will find out if individual sports can just provide a link to his paperwork.

NEW BUSINESS

Proposed track expansion from 6-8 lanes and lighting. The initial PPOPS paperwork went to the county and the Superintendent of the County Schools, but unfortunately this request was denied. The underground utilities power easements could not easily be moved to accommodate the additional lanes. In addition, they felt this school was built to provide for 6 lanes total, and did not wish to change this plan. We originally were thinking that if this track expansion would happen, we would then look to light the track. Eric has a new idea for lighting: 20-25 foot high generator-powered moveable lighting which can be use for multiple sports and school needs, perhaps even rented out to other schools. Lighting would also be good for security of our students and fans in early morning and night situations. Eric thinks this could be a collaborative effort for all sports that could benefit from this type of lighting. If each team purchased one (a Booster Bash wish list item?), AD, and General Boosters, then we can accomplish this. It might even be easier to get approval for this type of lighting. We don't know the pricing yet for these. Eric will also ask about the safety aspect of this, but he doesn't think there are any issues.

The NEXT full meeting will take place on Monday, December 3rd at 7:00pm in the Front Office Conference Room.

ADJOURNMENT –

Meeting adjourned at 8:00pm
Dayle Hoffecker, Secretary

