

# 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, October 1, 2018 at the PVHS Office Conference Room 7pm

### **Attendees:**

Amy Pattison	President
Eric Frank	Athletic Director
Tommy Reinheimer	Treasurer
Dayle Hoeffcker	Secretary, Boys tennis
Christina Cush	Director of Communications, Volleyball
Molly James	Membership, Cheer, Booster Bash
John Lazzara	Past President
Mindy Meyers	Girls Lacrosse
Stephanie Cills	Cross Country
Kamie McBrayer	Boys Soccer
Chris Holder	Softball
Elizabeth Hagy	Swim

Amy called the meeting to order at 7:05pm:

**Secretary Dayle Hoeffcker** – No corrections were made to the September 10, 2018 minutes, although there were several comments. They have been posted and distributed via email. If any correction is needed on this meeting's minutes, please email [dayleellen@gmail.com](mailto: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 thanks those who got back to her on contact info for liaisons, head coaches, and some treasurers. If you haven't already done so, please send contact info for each sport's president, treasurer, Chip-In-For-Youth coordinator, Booster Bash coordinator and Booster liaison to Amy to update our contact list and the Booster's website. [gatoramy@att.net](mailto:gatoramy@att.net)

**Treasurer Tommy Reinheimer** –The 7/1/18 beginning net assets of General Boosters are \$73,792.67 and the Net Loss from 7/1/18-10/1/18 is (\$1,331.30) for a 10/1/18 net asset balance of \$72,489.64. Tommy has the financial reports for anyone that is interested. Tommy submitted the PVSBC registration for Chip-In for Youth Sports. Amy has something from Courtney that she will pass to Tommy for completion

of this process. Tommy also paid for the \$176 Booster Bash insurance rider for the 3 Palms event on January 26<sup>th</sup>, 2019. He also renewed at \$195 the Home Teams Online account (which includes pvsharksbc.com).

## **DIRECTOR REPORTS**

**Membership Molly James** – There are currently 272 booster members, 20 shy of last October's total. We will get winter's basketball & soccer and spring memberships as well. Amy heard back from 5 teams regarding how they coordinate Booster membership with team fees. 4 of 5 do facilitate joining General Boosters into their fee structure. Amy will keep collecting this data to compare what similarities and differences we currently have between sports. Swimming actually gives a discount on team fees if they join the Boosters. Some companies match your Boosters donations.

**Communications Director – Christina Cush** Christina plans to add the social media links on the website, but the instructions were a bit confusing so she will continue working on that. 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. Molly will provide Christina 2018 Booster Bash sponsors to add to the 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. Amy will be sending out an email to liaisons to obtain the CIFY key contact person (liaison) for each sport. Jane would like to hold meetings with these liaisons. Eric will talk to Band about coordinating with Boosters regarding the effort for the bonus competition. They were not in the bonus allocation last year but we aren't sure whether their 80 tickets counted in our total numbers for the bonus.

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 12-17<sup>th</sup>, 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 10<sup>th</sup> is the 1<sup>st</sup> 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.

**Booster Bash- Molly James** Molly held her first organizational meeting with her committee of 7 women for this year's January 26, 2019 Booster Bash at 3 Palms. Molly will ramp up the process November 1<sup>st</sup>.

Molly will send the jpeg out to Ms. Asplen for Shark Bytes, Eric for the sports twitter, and Amy for the Booster's Facebook page. Molly will send the Booster's email list to Christina, and Christina will send Molly's email blast out to promote the ticket sales. Molly will also send this email to Eric who will pass along to all his coaches and also to the Booster Bash liaisons to promote the event. She needs the liaisons to really be the point person for things like the auction item drop off. Tommy's wife set up a constant contact method to purchase the tickets on-line and we will have a link on the Booster's website to take you there to buy tickets. You can also send a check to the Booster's PO Box. Molly passed out the October to-do list for each sport Booster Bash liaison. Molly is suggesting that each team only have one wish item for the silent auction. We concluded that the wish item should have the same 75/25% split as other auction items for this year. We plan to have less silent items this year than last year. Teams can also bring sponsors to Boosters Bash. We have 5 premier parking spots to sell at Booster Bash which might be used as auction items or also create a higher-level sponsorship perk which includes a parking spot for an incremental \$1,000-\$1500. The spots normally go for \$1200-\$1500 per spot. Part of the entertainment for the evening is who purchases these at the live auction! Molly believes we should have a coordinated sponsorship program, but believes the perks are comparable. Approximately 300 can attend. The 1<sup>st</sup> prize for the SharkTix is the \$1500 all-sports pass. Suggested contribution for the SharkTix are \$5/each or 5 for \$20. Swimming sells the tickets at their banquet and Molly has tickets left over from last year for anyone that wants to start selling. 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. Eric will promote Booster Bash at his Coaches' meeting and feels that each team should have an auction item. Molly will attend the Coach meeting. We will play it by ear whether coaches will be invited to attend as a guest of Boosters, depending on our ticket sales and other factors. We think it is great if coaches attend, and liaison should feel out whether their coaches would like to attend. Molly will send each team how much money their team made last year.

#### **Athletic Director – Eric Frank**

The Cross-Country meet on Saturday was a huge success (\$3,500 gate receipts) and our students showed great sportsmanship to the opponent. We would like to host districts every other year and promote the Craig Spiziale invitational even more. The new course is great, the parents ran the program really well, and the band came out and played the national anthem. The Volleyball program held a Dig Pink match which raised \$1300 for breast cancer research. Eric is very impressed with the parent involvement at every event he attends. The last day to accept boys' tennis coach resumes is this Wednesday, 10/3, and Eric will be conducting interviews next week and will have a coach in place by the next Booster meeting.

Chris asked Eric about how the facility usage (rental) fee works when an outside company (not on the county-vetted list) comes onto PVHS premises to run an off-season event or training. Because insurance costs are involved as well as usage cost, the county has a suggested fee schedule. The most important thing for the outside vendor to have is insurance due to the grey area of who covers an insurance claim when a student gets hurt during the outside vendor's event. St. John's County then adds that outside

vendor as a rider on the county's insurance. Eric has some discretion with the fee schedule. Eric, Nick, and Mr. Harris came up with a pricing structure that will be passed to the outside vendor and not paid for by the sports program's Booster account.

**SWIM – Elizabeth Hagy** At 5:00pm on Oct 9<sup>th</sup> at the YMCA, swim is challenging Episcopal High at an event called Pink Out to raise money for breast cancer. Swimmers wear pink caps with the PV logo on them. Everyone is welcome!

## **IMPORTANT BUSINESS**

### **Booster Membership and Gate Revenue**

The Executive Board held a meeting and agreed that we do need a restructure of our Booster Membership classes. Currently, the Athletic Department account receives the \$70 individual sports pass (roughly \$14,000) and gate receipts to pay for busses, officials, security, and other AD expenses. General Boosters revenue pays for practice field maintenance costs, the operating costs of General Boosters, and grants generally for capital expenses in support of the sports programs. Amy is gathering data from each sport to understand how each sport promotes Booster membership.

Clarity of the Boosters membership and gate revenue procedures will help meet the needs of our sports programs. We will continue to work on proposed changes. We will run ideas by the entire board for input as you are the pulse of the PVHS community. Any changes will be decided upon by the end of February and rolled out by May for the next school year.

### **Stadium PA System**

The final cost of the PA system was less than expected (\$22,149.28 including electrical). It will be paid for by all the stakeholders as follows: Band \$1,000, Dance \$500, Cheer \$1,000, Football \$5,537, Boys Lacrosse \$2,215, Girls Lacrosse \$1,108, Boys Soccer \$1,108, Girls Soccer \$1,108 and General Boosters \$8,573. Eric expects the process to go through and hopes to have the new PA system up for the soccer and LAX season.

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

**Proposed track expansion from 6-8 lanes.** The initial PPOPS paperwork went into the county today and we hope to have it discussed at their October board meeting. The approximate cost is \$100,000. A major fundraising effort will be needed. Eric and Coach Zane are enthusiastic about this project because of our growing school using it, and the opportunity for hosting regional and district events. General Boosters will support this effort, although it is unknown at this time how much GB will financially support this. All stakeholders will participate in this effort which fits the "PVHS family" concept. Lighting and sound for the track are later projects.

## **UNFINISHED BUSINESS**

### **Stadium Expansion**

We have decided not to pursue this effort at this time. The mobile hydraulic stadiums we talked about were expensive (\$40,000ish) for each additional 300 seats. There doesn't appear to be the need at other PVHS sports events at this time. It is hard to justify the purchase for 2-3 football games only. Also, when you have a large stadium like Nease, it is hard to sell Boosters seats and the optics of empty seats at low attendance games isn't good either.

Carried over from previous meeting:

### **General Boosters Sponsorship**

General Boosters has on their to do list to come up with a sponsorship packet. We have received email inquiries from local businesses that aren't looking for individual sport sponsorships. Please email Amy with how your team handles sponsorships. [gatoramy@att.net](mailto:gatoramy@att.net)

## **ANNOUNCEMENTS –**

Cross Country bought the trailer we approved funding for.

The NEXT full meeting will take place on Monday, November 5th at 7:00pm in the Front Office Conference Room.

## **ADJOURNMENT –**

Meeting adjourned at 8:15pm

Dayle Hoffecker, Secretary