

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, April 1, 2019 at the PVHS Media (Library) Room 7pm

Attendees:

Amy Pattison	President
Tommy Reinheimer	Treasurer
Dayle Hoffercker	Secretary
John Lazzara	Past President
Meg Bradley	Volleyball and Boosters' Membership
Molly James	Cheer, Booster Bash, Past Membership
Eric Frank	Athletic Director
Kamie McBrayer	Boys' Soccer
Stephanie Cills	Cross Country
Mindy Meyers	Girls Lacrosse
Pauline Wagner	Track and Field
Dawn Jacobs	Splash Dance
Mandy Fordham	Football

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

Secretary- Dayle Hoffercker –Regarding the last meeting's minutes, the number of Booster members as of March 4, 2019 was 347 versus the 396 that were reported in the minutes. 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 The successful year is winding down and Amy would like to thank everyone for their hard work. We've worked really well together and we accomplished a lot. We have one more meeting in May and then we'll reconvene in August for the next school year. Our attendance has been light the last couple of meetings, and we'd like to encourage everyone to attend (even when it's out of season) because it is important to hear your represented voice. You are our conduit to each individual sport and we appreciate your presence.

Treasurer - Tommy Reinheimer The 7/1/18 beginning net assets of General Boosters are \$73,792.67 and the Net loss from 7/1/18-4/1/19 is \$1,108.41 for a 4/1/19 net asset balance of \$72,684.26. General Boosters paid \$1,134.06 for Tennis nets and their installation. Tommy confirmed that PVHS earned the

2nd place TPC \$5,000 bonus for selling Chip-In-For-Youth tickets. Tommy attended an Executive Committee Meeting with the Athletic Director which reviewed Eric's priorities and confirmed his request for approximately \$25,000 per year from General Boosters for his discretionary use and priorities. In the works: 1) The General Boosters' 2017-18 Informational IRS Non-Profit tax return (\$0 tax due) has been extended and will be completed by the May 15, 2019 filing deadline. 2) Help facilitate next year's replacement Boy's treasurer (Mary). Tommy has a couple interested parties for the Boys' treasurer replacement. The football treasurer and the Girls' treasurer agreed to stay on another year. 3) Professional bookkeeper selection. Tommy is receiving individual treasurer job descriptions to help identify the best use of a bookkeeper. Tommy would like the bookkeeper to be the sole check writer and accounting enterer into Quick Books to create consistency and make the treasurer's jobs easier.

DIRECTOR REPORTS

Membership - Meg Bradley: Meg firmed up the numbers after this April 1st meeting: The total membership as of April 1, 2019 to be 365 versus 406 last year. They are broken down in the following categories: Sand 9, Nurse 82, Mako 77, Tiger 127, Hammer Head 25, Bull 16, Whale 24, Sponsors 5.

Booster Bash – Molly James: With regard to next year's Booster Bash, planning doesn't need to begin until fall. We can hold the January 25, 2020 date for next year, which will be the "dark" weekend between playoffs and the Superbowl. Molly is happy to co-chair the event, but likely will be unable to attend the actual event because of her son's football banquet. Thank you so much for staying on, Molly!

Communications Director – Christina Cush: Christina could not make it to the meeting.

Cynthia Noye gave Christina the instructions to update the website, but Amy doesn't have them yet. The website needs updating, which Amy will try to attempt this summer. Individual sports use a variety of platforms. (Hometeamsonline.com, Leaguelineup.com, Teampages)

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.

Athletic Director – Eric Frank:

Spring sports are going well. Both LAX programs are undefeated in the state. The only losses were from out of state teams. Track and field are breaking school records. Baseball and softball are doing pretty well. Things are going well for the tennis teams. Eric received over 60 resumes for the new head football coach position, many from across the country. Most of the applicant are teachers. Eric is putting together a team to do the interview process, and plans to be very thorough and timely. The composition of the committee will include a member from the Ponte Vedra community, Barry Craig.

Barry is a former parent that was an Athletic Director for 20 years, and is a personal friend of Eric. The rest of the committee is comprised of some members from the administrative team, and potentially a teacher or non-member of the administration. Joe Conroy was named the interim coach and the football functions are being performed as they normally have in the past. Eric is confident that now we are just fine and operating in the status quo, and in the future the program will be in full swing. Eric will attend the normal spring planning meeting on April 9th,. Eric will update the parents and athletes with the process, and will field questions.

IMPORTANT BUSINESS

Booster Membership – Restructure

Amy distributed an update Boosters Membership Form. The changes we made are highlighted on the form in the “WHAT HAS CHANGED THIS YEAR?” SECTION. 1) The Nurse and Mako levels are slightly higher to account for the high gate fees. 2) The Whale and Bull level will now provide 2-assigned chair back seats (vs. 4) and 2 in a reserved roped-off area. 3) There are no assigned parking spots. 4) The concession dollars have gone away.

Eric requested that the wording be adjusted regarding School District funding. Another change should include “Only the original physical cards will be accepted.” We should provide 2 physical cards printed for each family. We will need to work out how fall, winter, and spring designations on the cards, possibly use unique stickers. Amy is in favor of using different colored cards as opposed to stickers. Some more thought will go into this before it is rolled out.

The form does a nice job of explaining the Individual Team Booster and General Booster clubs’ relationship, funding, and roles. The family pass cards were discussed and the logistics will be figured out for those. Mailing the membership form gets a good response, and although it is costly, we should continue this. We need a start date. Last years’ members get first dibs on seats before the new members forms are processed (they are time stamped for first come purposes). Cross country kids might help with envelope stuffing for service hours after their meeting, and we will have labels printed for rising freshman, sophomores, juniors, and seniors. Stephanie will ask Landrum Middle School publicize Booster membership in the Roar. We can also link it to twitter and other forms of communication. The informational meetings for each season (post try-outs and prior to the first game) will help disseminate information explaining memberships and the perks.

Physicals: Amy has the new horizontal and vertical General Boosters promotional Banners to display at the sports physical day and other events. Please contact Eric if to help coordinate a table for any Boosters promotions.

Sponsorship Committee: Amy talked to Stephanie Powers about this to get input regarding if we should make sponsorships uniform for individual sports. Amy doesn’t see how General Boosters should take on the responsibility for all the sports sponsorship programs. Each team should handle their own

sponsorship program. However, we need to know how each team runs their program. Football is the logical model. Eric has asked all the coaches to take down all the banners on June 1st. Some of the signs are old so we will be updating them all at the same time. Eric wants mesh banners so that wind doesn't damage the fences they hang on. Each sign will also need a Ponte Vedra logo on them. Eric believe that teams that share the same banner location in the same season should use the same cost structure so there is consistent pricing. In the gym, there will only be an electronic board (no banners). Eric will think about yard signs. Should football signs come down so soccer can sell banners? Eric doesn't see the actual sponsorship contracts. Eric will meet with Stephanie Powers to coordinate this project. We'll keep working on this.

UNFINISHED BUSINESS

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

Scholarship – Amy has some volunteers and will likely be deferring this to summer.

From a previous meeting: Scholarships will be a confidential arrangement between the coach and the student. It is envisioned that the individual sports program and coach should have a financial plan for the year that includes fundraising, player fees, and a formal budget. In general, a sports team should attempt to “take care of their own” players that are in a financial hardship through their own finances. One of the scholarships that General Boosters paid for this year was a case when the sports team was unable to achieve the same level of fundraising as prior years and thus did not have the funds in their account to help this student.

May General Elections – Elections will be held during the next meeting. Amy has not gotten a lot of emails. Please consider throwing your hat into the ring for positions. Debbie can put this in Shark Bytes.

NEW BUSINESS

Announcements –

The Advance Disposal Student Athletic Leadership Community (SALC) needs to move forward. Eric needs to follow up with Philip Alia (Richard Burke's assistant). Eric, Amy, and the Guidance Department uses a matrix to select. There is a senior awards banquet coming up around May 9th.

The next meeting is scheduled May 6th at 7:00pm in the Media Center (Library)

ADJOURNMENT – Meeting adjourned at 8:18 pm

Dayle Hoffecker, Secretary

