

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 Tuesday, February 4, 2019 at the PVHS Media (Library) Room 7pm

Attendees:

Amy Pattison	President
Dayle Hoffecker	Secretary
John Lazzara	Past President
Eric Frank	Athletic Director
Molly James	Cheer, Booster Bash
Meg Bradley	Volleyball and Boosters' Membership
Lesly Sumas	Girls' Soccer
Kamie McBrayer	Boys' Tennis
Stephanie Cills	Cross Country
Mindy Meyers	Girls Lacrosse
Steven Hawkins	Basketball/Tennis
Kathy Hawkins	Basketball/Tennis
Nick Stam	Tennis
Sharon Zerwekh	Tennis

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

Secretary Dayle Hoffecker –There were no corrections or comments regarding the last meeting's 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 - No report

Treasurer - Tommy Reinheimer Reported in abstentia: The 7/1/18 beginning net assets of General Boosters are \$73,792.67 and the Net Loss from 7/1/18-2/4/19 is (\$7,297.34) for a 2/4/19 net asset balance of \$66,495.33. A \$500 scholarship was approved for a student athlete via an Executive Board email vote. Tommy renewed the commercial and directors and officers' insurance and received the certificate of insurance (\$614). Tommy filed the Boosters Annual Report with Sunbiz.org and provided a financial summary of how Boosters financially supports all the member organizations. We could put a list of the projects that we support on the website and relay this information at Eric's group sport meeting each season. This information will be helpful when each sport talks to their constituents how

the umbrella General Boosters benefits each sport. General Boosters pays for operating expenses for all the sports as well as specific capital and athletic related expenses. The goal of General Boosters is to provide organizational support (including financial) to the individual sports and we hope this all one Shark Family concept is conveyed. The General Boosters' Informational IRS Non-Profit tax return (\$0 tax due) has been extended and will be completed by the May 15, 2019 filing deadline. General Boosters would like to thank Tommy for his invaluable and excellent work he does as General Boosters Treasurer. In the works: 1) Help facilitate next year's replacement treasurers for Football and Boys' sports. 2) Professional bookkeeper selection 3) 2017-18 tax return and records copy

DIRECTOR REPORTS

Membership - Meg Bradley: Meg reported that there are currently 323 members and the spring sports are beginning to roll in. If any sports would like to find out which parents allocated their membership to their sport, please contact Meg.

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

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 March 12-17th, 2019- Jane Rollinson: Jane couldn't be at the meeting. The deadline to buy on-line tickets is March 1st and the consignment tickets deadline is February 21st. Eric will send an email blast out.

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!) Reminder that TPC date is the FIRST weekend of spring break (there's no school on that Friday).

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 6-10pm Booster Bash- Molly Congratulations to Molly for a fun and successful Booster Bash 2019! The preliminary Booster Bash financial results were reported in Tommy's financials and show each individual sport's outcome as well as a total net profit of about \$49,802 which should go up about \$5,000. Last year's net profit was around \$44,000. Next year we should swipe credit cards on

the way in to avoid lines at the end of the night. The live auction can also be done earlier in the evening so that early leavers can attend the live auction. The group reasoned that the same date is good for next year. The Wish List should not be done again next year (the most any item received was \$250 and only a few were bid on). 70 Silent Auction items all sold (vs the too numerous 100 items last year).

Athletic Director – Eric Frank It was clarified that Football, LAX, Soccer, the Athletic Department, and General Boosters share the cost for painting the game fields. General Boosters covers the labor for Football, Soccer, and LAX painted lines on the field and Eric's Athletic Department pays for the paint supplies. Baseball and Softball pays for their own. The Football Boosters pays for the yard line hash marks and the center logo which has been the customary cost sharing. Frank and Eric sometime touch up the lines between the professional lining. The coaches wanted the practice fields painted, so Eric explained that practice fields are the responsibility of the individual sport. Eric commented that Agripro (who maintain our fields) is doing a great job.

Eric enjoyed seeing everyone at Booster Bash and it was nice to have a lot of coaches there.

Eric reported that Boys and Girls Soccer are district champs and they are hosting home games Tues and Wednesday. If they win, they go on to host games Friday and Saturday. Dance went to a national type competition and had their best finish in school history. Competitive Cheer made it to State and finished 3rd overall which is great. Girls and Boys Basketball have districts coming up. Wrestling has districts coming up.

There was a question about the travel policy due to a bus driver shortage. The earliest we can now get a bus is 15 minutes before school lets out, and they can get caught in the parent line. Because PVHS release time is much later than other school districts, we sometimes have events cancelled. The parent driver form is now more user friendly to facilitate parents driving students to events. Some parents are concerned about the liability of parents and coach drivers. All driving parents have background checks. If parents would like to drive their own kids, they have every right to do so. We have a van rental contract with Enterprise and the rates are very reasonable (\$35) so we might be going in that direction more often. Eric likes team bonding trip or events that some kids actually earn the opportunity to go on.

Teacher Caitlyn Parker (JV) and Fredda(sp?) (a pro) are approved tennis volunteer coaches. Parent Bob McCormack will be also be helping Dr. Kehoe run the tennis program. Nick Stam reported tennis needs new wind screens and that 6 of the 8 nets need to be replaced. He wondered who is responsible for each sports' needs such as this. Eric replied that we address each sports' needs as they come, and often times share the cost with the AD, Boosters, and the sports. The tennis coach should submit their needs to Eric, and we will work together to make sure the needs are met. Eric would like the coaches to streamline their communications with him directly.

Eric feels that the relationship between the Athletic Department and the General Boosters is evolving into a cohesive and mutually beneficial relationship. The General Boosters feels the same. We like meeting in the Media Room (Library).

IMPORTANT BUSINESS

Booster Membership – Restructure

The Committee met again and discussed at length the overall objectives for change. It was concluded that due to the successful history of the PVHS Boosters, it might be wise to make less changes and merely clarify and tweak our system of membership. We should also focus on the General Boosters Membership Drive with the goal next year of 400 General Boosters members. We have roughly 1800 students and about 700 athletes and we want to serve our constituents and not alienate anyone. We defined the family pass as immediate family. We are also contemplating adjusting 4 reserved seats down to 2. We plan to eliminate **sign-reserved** parking (not eliminate passes). The committee is looking at increasing two of the Mako memberships by from \$375 to \$400 and Nurse from \$200 to \$250. The Committee also eliminated Concessions Coupons as a perk because it was a logistical nightmare. Eric believes we should have a color-coded or a logo stamped physical pass per person instead of a photo picture on their phone. Molly stated that each sport should have control over how they spend the membership money allocated to their sport and player pack fees. Each team should be aware of the options that are out there with regard to how they allocate the fees that they collect. The group will meet again and Amy will write up the proposals and present them at the March or April General Boosters meeting. Any suggestions are welcome.

UNFINISHED BUSINESS

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

Scholarship -We hope to look at this issue and decide if there needs to be a formal policy or guidelines.

May General Elections - Please consider throwing your hat into the ring for positions. Christina might be interested in Communications Director again next year.

Sponsor Banners Reform- John believes the Stadium banners should be uniform in color and size and more visually pleasing. Eric agrees this should be addressed. Eric has asked Amy to meet with the school board regarding this.

NEW BUSINESS

Donations to PVPV Rawling Carnival of PVHS Sports Logo Swag If any team would like to donate PVHS Shark team-ware (size small) or other swag, please let Amy or Jennifer York know.

Announcements –

John announced that the PVHS Wrestling team performed exceptionally against Bolles last Wednesday, but lost the meet due to forfeits from not enough PVHS boys in each weight class. Eric and John complemented our new wrestling coach.

Molly reported that Bolles lost their head football coach and is looking for a replacement.

The NEXT full meeting will take place on MONDAY, March 4th at 7:00pm in Media Center (Library)

ADJOURNMENT – Meeting adjourned at 8:25 pm

Dayle Hoffecker, Secretary