

# 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, January 8, 2019 at the PVHS Office Conference Room 7pm

### **Attendees:**

Amy Pattison	President
Tommy Reinheimer	Treasurer
Dayle Hoeffcker	Secretary, Boys tennis
John Lazzara	Past President
Eric Frank	Athletic Director
Christina Cush	Communications Director
Molly James	Cheer, Booster Bash
Meg Bradley	Volleyball and Boosters' Membership
Lesly Sumas	Girls' Soccer
Grant Conway	Boys' Golf
Dawn Jacobs	Dance-Splash
Vicki Atkins	Dance-Splash
Pauline Wagner	Track
Stephanie Powers	Football
Chris Holder	Softball
Stephanie Cells	Cross Country
Mindy Meyers	Girls Lacrosse

Amy called the meeting to order at 7:04 pm and introductions were made around the table. Happy New Year!

**Secretary Dayle Hoeffcker** – Minor corrections were made to the December 3, 2018 minutes by Tommy Reinheimer after they were posted on the website. The prior version was distributed via email. The corrected version has been re-loaded on the website by Christina. 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** - No report

**Treasurer - Tommy Reinheimer** –The 7/1/18 beginning net assets of General Boosters are \$73,792.67 and the Net Loss from 7/1/18-1/4/19 is (\$17,832.77) for a 1/4/19 net asset balance of \$55,959.90.

Tommy resolved the reason a check was double issued from Football to Pioneer to make sure it couldn't happen again. Tommy reminded us that all Booster Bash revenue and expenses flow through the master General Booster account. After the accounting is finalized, the 75% proceeds are distributed to each sport that participates according to their participation. 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 December was slow for membership as expected. Winter sports have been completed and Spring sports are upcoming. Eric will talk membership up with Spring Sports and has seen it mentioned several times at all the meetings he has attended. If any sports would like to find out which parents allocated their membership to their sport, please contact Meg.

**Communications Director – Christina Cush** It was clarified that although the website needs to be cleaned up, it is not a requirement that this falls to Christina as her project.

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 12-17<sup>th</sup>, 2019- Jane Rollinson** Jane couldn't be at the meeting. Jane sent an update and Eric forwarded it to the coaches. The deadline to buy tickets is around March 1<sup>st</sup>. Girls' basketball hands flyers out when people go to their games which is a great idea that other sports might want to copy. Reminder that TPC date is the FIRST weekend of spring break (there's no school on that Friday). We are behind last year's sales. So as not to conflict with Booster Bash promotions, Eric will promote TPC hard right after Booster Bash is over. Eric has asked coaches to promote both. Most sales come close to the deadline.

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 12-17<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.

**January 26, 2019 6-10pm Booster Bash- Molly James** Molly had a planning meeting today and has sales of 137 (out of a max of 300) tickets sold to date. Molly encourages all the teams to promote the event, promote a Booster Bash sponsorship, and obtain their auction items. Mr. Nettles will likely not be the auctioneer due to conflict with a local competition and Eric also has a conflict. The back-up auctioneer might be John Lazzara or potentially another popular personality. Molly makes a script to help the auctioneer (no teleprompter 😊). We currently just have the Football sponsors who get Booster Bash benefits but no new Booster Bash sponsors yet. Molly does not have many auction items in hand, but many are in the works. Each team is allowed 3 silent auction items. Molly might use the live auction item provider for a 4 day/3 night trip to Hawk's Cay in the Florida Keys (can wait until 1 week before to commit). So far, the live auction includes a Fishing Trip with Ocean Waves Sunglasses, The Jaguar's suite and parking for a pre-season game donated by Advanced Disposal, Oceanside Cleaners for a year, a TPC Experience (a behind the scene tour, drinks, and appetizer in a player lounge one week before TPC donated by the Rice's), PVHS top 40 parking, and some others. Eric obtained a year's worth of yard service from Agri-Pro and thinks it should be a silent auction item. Molly needs people to turn in the auction donation paperwork ASAP so she isn't getting them in last minute. Molly has 8 Wish-Items so far (due Friday). The physical basket package is due the Wednesday before the Auction (January 23<sup>rd</sup>) and you can drop it off at Molly's house. Please contact Molly if you think your coach would like to come. Molly is unsure how coaches tickets will be paid for (depending on the total # of tickets sold). Some sports buy a ticket for their coach. Molly would like to promote the live auctions and wish-list items, perhaps top billing on SharkBytes. Buy your tickets and SharkTix on <http://www.pvsharksbc.com> There will be a 2.5% service fee that Boosters will have to pay with this method. If you would like to help the day of the event, please contact Molly.

Info from prior meeting: 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 1<sup>st</sup> 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. Coaches need to come up with their wish list item by January 11<sup>th</sup>. 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 clarified that the track expansion can not happen due to the County conclusion that it can't, so it is off the agenda. The softball benches that were ordered arrived today and will be assembled shortly. Ponte Vedra High School raised \$1,500+ and Creekside raised around \$1500 to achieve their \$3,000 goal for the Jimmy V charitable basketball event. Well done! Ponte Vedra High School will host the event next year. Eric has the idea to add PVHS clubs to the event next year to enhance the endeavor.

## **IMPORTANT BUSINESS**

### **Booster Membership – Restructure**

Amy had a very productive 1<sup>st</sup> meeting with good turn out and participation. They wrote up suggestions for Eric to have input on. More will be discussed at the next meeting. The committee is looking at increasing two of the Mako memberships by from \$375 to \$400 (family pass for one season can include Football) and Nurse from \$200 to \$250 (family pass where you choose one season will exclude Football). That still leaves the upper levels with higher perks and the basic \$150 entry Sand level. Family pass proposed definition was: immediate family who live in your home. The sentiment was that because we have such a successful Booster Club, we don't want to stray too far from where we currently are, just tweak to allocate the perks more equitably to all the sports and Boosters members. The students all-sports pass will still be available next year. The committee proposes that \$500 from your team fees would be the limit toward your Booster membership Tiger level. Thus, families would receive the \$500 level perks as opposed to higher levels if their fees are higher. It should be noted that each sport handles the Booster membership differently. Some sports team allocation goes to that sports Booster fund, and some sports team allocation gets deducted from their player fees. It is also a potential concern that some sports run through optional sports camp expenses through the Boosters accounts. Multiple kids and multiple sports situations need to be addressed. We should also look at the number of seats and number of parking spots as well. The form should also ask whether families plan to use the perks that they earned. The committee will be meeting again to further this discussion. Any suggestions are welcome.

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.

## **NEW BUSINESS**

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

**Announcements –**

The NEXT full meeting will take place on MONDAY, February 4th at 7:00pm in the Front Office Conference Room.

**ADJOURNMENT –** Meeting adjourned at 8:09 pm

Dayle Hoffecker, Secretary