

# 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, May 6, 2019 at the PVHS Media (Library) Room 7pm

### **Attendees:**

Amy Pattison	President
Anna Pargousis	Vice President and Wrestling
John Ward	2019-20 Vice President
Tommy Reinheimer	Treasurer
Dayle Hoffercker	Secretary
Lyn Gabrielsen	2019-20 Secretary
John Lazzara	Past President
Meg Bradley	Volleyball and Boosters' Membership
Molly James	Cheer, Booster Bash, Past Membership
Christina Cush	Communications Director and Volleyball
Eric Frank	Athletic Director
Stephanie Cills	Cross Country
Mindy Meyers	Girls Lacrosse
Pauline Wagner	Track and Field
Dawn Jacobs	Splash Dance
Mandy Fordham	Football
Philip Lewis	Football
Stephanie Powers	Football
Elizabeth Hagy	Swim
Mary Maddox	2019-20 Swim
Grant Conway	Boys Golf
Joe Pattison	Booster

Amy called the meeting to order at 7:05 pm and introductions were made around the table.

**Secretary- Dayle Hoffercker** –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** General Boosters is looking at partnering with Eric regarding a field maintenance project.

**Treasurer - Tommy Reinheimer** The 7/1/18 beginning net assets of General Boosters are \$73,792.67 and the Net loss from 7/1/18-5/6/19 is (\$8,500.68) for a 5/6/19 net asset balance of \$65,291.99.

Tommy received the detailed summary from Courtney Davis for Chip-In-For-Youth proceeds by sport. This will generate a prorated check cut to Booster's various sports (including the \$5,000 bonus) of \$43,490.00. Well done and we are grateful to the PGA. Baseball, Softball, and Football were the top ticket sales teams.

Tommy recently attended a General Boosters meeting with the AD. The AD requested an additional \$13,050 from General Boosters (The Athletic Department would pay \$7,000) for a field maintenance project that is scheduled shortly. Tommy summarized Booster's \$66,012.09 year-to-date support for the Athletic Department as follows: \$9,600 mower, \$25,007.85 PA System (Gen Boosters paid \$12,432.75 and sports paid remaining), \$653.45 books for Leadership Council, \$665.98 Coaches meeting dinner, \$28,800.75 field maintenance, \$1,284.06 tennis nets. Tommy reviewed the published Boosters Financial Guidelines and Policies which require that for purchases over \$2,500, 3 bids must be received from independent bidders and must be approved by the General Boosters Board and the AD. Also, team uniforms must be approved by the AD but optional individual clothing purchases are outside this requirement. Please refer to the document dated 9/12/2018 for further for additional policies.

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. A bit of mis-communication here delayed the preparation, but we're promised it will get done on time. 2) Help facilitate next year's replacement Boy's treasurer (Mary). Tommy has a couple interested parties for the Boys' treasurer replacement. 3) Summer project: Professional bookkeeper recommendation and 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:** We ended the year with 364 member and have 29 members for next year already, primarily from Dance, Football, and Cross Country. Meg did not have much success signing up people at the sports' physicals day, because it seemed like parents were rushing in and out, but she answered questions. The banner worked out great. Meg will be at Freshman Orientation July 31<sup>st</sup> and will work with Eric where to set up. Christina and Amy will also try to be there to help. We should set up in the auditorium with the parents, and maybe we can team up with PTO there and can split the cost of coffee and donuts. Amy will talk to Michelle from PTO about it. Eric is working on the All-Sports Fall/Winter/Spring kick-off meeting dates which Boosters will have a presence. The fall date will be after school starts. Eric can use his student athlete registration list to email the Booster membership registration link out to encourage families to join. This would be great.

**Booster Bash – Molly James:** With regard to next year's Booster Bash, we are confirmed for Saturday, January 25, 2020 from 6-10pm date at 3 Palms. Stephanie Cills is going to co-chair the event with Molly, and they will have the same awesome committee again.

**Communications Director – Christina Cush:** Christina can help with the content of an updated website, but she unfortunately can not take on the programming piece of the project. Amy is trying to get a student intern to help this summer. Christina commented on the ongoing need to create a social media strategy for Boosters. Our new VP, John Ward, volunteered to help with this due to his experience in this realm. Meg asked for specific literature that she can use when she is promoting Booster membership. Eric volunteered to email such literature (in the form of a letter similar to the PTO letter) out to every athlete and parent on the student athlete registration list.

**Athletic Director – Eric Frank:**

Boys and Girls LAX are both district champs (Boys have since gone on to become state champs down in Boca Raton!), Our softball team just had a big upset win to clinch a spot in the regional round and have their first regional game on Wednesday. Track and Field was at UNF on Friday and had about 6 podium finishes, multiple school records, and 35 All-district athletes. Our girls tennis team was district runner-ups and baseball has their district championships starting Tuesday. It was an awesome year.

We have 3 open coaches positions: Boys Tennis (Coach Kehoe would like to be Girls only and school liaison for both), Boys Cross Country (Coach Circelli may do both until the position is filled), and Swim and the Dive Coach (the current coach is moving to Indiana). The assistant coaches are hired on a case-by-case basis with Eric coordinating with the head coaches.

Eric is working on the try-out dates and Master Photo Dates for next school year. Football photo date will be coordinated separately. Media Day is set up as well. As of today, we are no longer using FlashBack. We are strictly using Cady and Cady for team photos, and they will be highlighting our school. They also do our yearbook and senior banners. Senior Banners cost will be reduced from \$185 to \$80 this year, a savings of \$105 each. Each team has to coordinate with Eric how to bill for the banners as each team has different programs. There will be uniform banner templates. Cady and Cady will be doing an incentive program, providing the Athletic Department account a kickback from all sales so that Eric can use this money for some of his projects such as branding the school. Cady and Cady will be doing some free graphic branding for us near the stadium parking lot. They will take a lot of action photos of our athletes which will help us with our media efforts.

Eric is moving the Shark Fins from the back area to the front of the concession stand. Eric is paying someone from our art department to paint the square in PV Blue and the fin in black this summer so that kids/parents can decorate them. This is currently for the Stadium fins only.

Eric is replacing some stadium seats where the band is and also repairing the chair backs this summer.

The transition of the new football coach (Jeff Disandro) is going really well. He will be a teacher at PV.

Two weeks ago, the Athletic Department entered into a rewards contract with the vendor BSN who supplies many things (uniforms, equipment, etc) for our sports programs. If individual sports purchase items from BSN, the Athletic Department account would receive a percentage of the sale. Last year, \$130,000 were spent at BSN and we could have received \$13,000 if we had this contract in place. Eric is strongly encouraging team coaches to use BSN, who has typically given us strong pricing and will match other vendors' pricing. Amy believes that it should be up to the individual sports which vendor is selected (unpressured), and that our financial policies are followed. Eric confirmed that BSN is a preferred vendor, but not a mandatory vendor. Cady and Cady is the sole vendor for photos, however. Eric was questioned whether the reward dollars could go back to the individual sports accounts, or that the prices of the purchased items could be reduced. Eric stated that the dollars would go to the Athletic Department and then back to the kids yearly on a needs basis, but broadly applied to all the sports. John Lazarra expressed that although the AD has the authority to execute a contract with vendors, he wished that the Boosters were consulted prior to the roll out of this contract so that Boosters could have represented their constituency and fulfill their duties as stewards of athletic funds and stakeholders in the PV Athletics. The new VP, John Ward, offered an outsider view (through a business analogy) that it is curious why the Boosters teams that generate the rewards have no direct say in how the rewards are allocated. Eric makes a distinction that Boosters raises money to support a public school and expressed that his intentions are of a good nature and offered to get out of the contract which would eliminate revenues. John Ward replied that no one asked Eric to exit the contract, but it sounded like folks wished to be involved in the conversation. Elizabeth expressed that Swim has felt that they contribute to Boosters, but don't get direct allocations back to Swim (but acknowledges overall support), while other sports have received direct support for things like equipment. John Ward clarified that the debate wasn't that the vendors aren't quality vendors, but the debate is what happens to the return that gets generated. Amy wished that had she had prior knowledge of the program prior to sports teams' inquiries, she would have been at least informed.

## **IMPORTANT BUSINESS**

### **Elections:**

John Ward addressed the group providing background that he has been a Ponte Vedra resident for the past 5 years and has a Freshman son, a 7<sup>th</sup> grade son, and a daughter in 4<sup>th</sup> grade. His children are involved in LAX, Football, and soccer. His educational background is Middleberry, Dartmouth, and Harvard Universities, and he is in the private equity and venture capital investment business. He sat on the boards of 29 companies. He was the Treasurer of the PVAA LAX board and believes in the value of Booster Boards and looks forward to the opportunity to work well with the school administration.

Lyn Gabrielsen addressed the group providing background that she has served as PTO President of Ocean Palms and Landrum Middle School and sat on the Christ Episcopal Foundation and Pre-school Boards, and Young Life Board. Lyn is a Parent Representative on the SJC Superintendent's Advisory Committee and VP of the Band Boosters. Lyn is a former English teacher who also helped the Athletic

Department with Football Stats and announced the baseball games at the prep school. Lyn now is a stay-at-home mom to daughter Kate, a rising Jr. who plays in the band. She also has a rising Freshman son who she hopes goes out for track and field but enjoys all sports. She believes that PVHS has done an excellent job promoting Athletics as character-building, and PVHS sports creates good men and women because of our coaches, our staff, and Boosters.

Amy Pattison was nominated, seconded, and voted into the role of General Boosters President for a second term. Amy thanked everyone for their kind words of support and trust, and looks forward to another year to complete the many initiatives. Brooke will be in her final year at PVHS.

John Ward was nominated, seconded, and voted into the role of Vice President for the 2019-20 year.

Lyn Gabrielsen was nominated, seconded, and voted into the role of Secretary for the 2019-20 year.

Tommy Reinheimer was nominated, seconded, and voted into the role of Treasurer for another term for the 2019-20 year.

### **UNFINISHED BUSINESS**

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

**Scholarship Committee –** Amy has some volunteers and will be deferring this to summer and/or next year.

**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.

### **NEW BUSINESS**

**Cash Advances for Coaches/Parents for away matches/games -**The advantages and disadvantages of cash advances were discussed. Coaches should not be paying out of their own pockets for actual expenses, but legitimate expenses should be properly reimbursed. As long as the receipts support the expenses and the expense is signed off by the sports treasurer, they should be properly reimbursed. Credit cards have merit, but managing cards would be difficult. Tommy would rather not have cash advance, but rather have a revised reimbursement policy. Parents that are driving should not have to pay for gas, especially if they use the rental vans. More to come on this.

### **Announcements –**

The Sponsorship banners program has not been finalized.

Caroline Davidson and Chandler (CJ) Garcia were awarded The Advance Disposal Student Athletic Leadership Community (SALC). The Advance Disposal sign will be updated. The Boosters President (Amy) was not involved in the selection process, which was very disappointing. Kelly Martinez apparently used the rubric to select the recipient. We have asked Eric to make sure the omission of the Boosters President doesn't happen in the future, although Advance Disposal was bought out and future scholarships are in question.

**Concession Stand Cleanliness-** Eric hopes to collaborate with Football to arrive at a standard of cleanliness and expectations of how to keep the concession stand in proper form. All the sports that use the stand should abide by cleanliness standards plan (perhaps a check list, daily and season). People should not be leaving food out or in containers that critters can get into. We would like another free Pepsi cooler, which is from the contracted county vendor .

Molly asked about the transportation for the 4-hour-away Zephyr Hills Football game. If Cheer would like to go, Eric advises Molly to rent 3 minivans for the 18 kids. It is uncertain whether a yellow bus would be available because there is a shortage.

Eric stated that neither of the two main practice fields will be touched for parking spaces. It is planned that every senior will have a parking spot and there will be no parking anywhere along the road.

The next meeting is scheduled Monday, August 12th at 7:00pm in the Media Center (Library).

Other tentative dates are: Sept 9, Oct 7, Nov 4, Dec 2, Jan 6, Feb 3<sup>rd</sup>, March 2, and April 6

**ADJOURNMENT –** Meeting adjourned at 8:33 pm  
Dayle Hoffecker, Secretary