

PV Sharks Booster Club Meeting Minutes

The meeting was held Monday, September 10, 2018 at the PVHS Office Conference Room 7pm

Attendees:

Amy Pattison	President
Eric Frank	Athletic Director
Anna Pirgousis	Vice President, Wrestling
Tommy Reinheimer	Treasurer
Dayle Hoeffcker	Secretary, Boys tennis
Christina Cush	Director of Communications, Volleyball
Molly James	Membership, Cheer, Booster Bash
Meg Bradley	Membership, Volleyball
John Lazzara	Past President
Jane Rollinson	TPC Chip In For Youth Tickets
Mindy Meyers	Girls Lacrosse
Andy Dykstra	Box Lacrosse
Mark Cortazzoli	Boys Basketball
Sherbrooke Balser	Girls Basketball
Stephanie Cills	Cross Country
Kamie McBrayer	Boys Soccer
Lesley Sunas	Girls Soccer
Chris Holder	Softball
Mark Calvin	Football
Pete Merlini	Football
Lucia Wagoner	Softball
Karen Carmichael	Dance
Pauline Wagner	Track Treasurer
Josean Gonzalez	Wrestling
Nick Athanaseas	PVHS Maintenance Manager

Amy called the meeting to order at 7:02pm:

OFFICER REPORTS

President's Report – Amy Pattison

Please send the emails 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 In addition, please email Amy with information how your respective team handles the collection of fees and what they cover. We know each sport does this a little differently. For example, some players pay for their uniforms, but fundraise for the rest of the costs and the amount collected is

NOT run through as a Booster Membership. Another example is girls' basketball that has an arrangement when a player brings in a sponsor, they don't have to pay for their own player fee.

To potentially be further acted upon: The coach survey project, and a potential twitter account for General Boosters communications.

Secretary Dayle Hoffecker – No corrections were made to the August minutes. They have been posted and distributed via email. 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.

Treasurer Tommy Reinheimer – The 7/1/18 beginning net assets of General Boosters are \$73,792.67 and the Net Loss from 7/1/18-9/10/18 is (\$2,146.85) for a 9/10/18 net asset balance of \$71,645.82. The General Boosters revenue brought in so far this fiscal year is our % of banner sales (\$495), our % of Chip-In-For-Youth (\$3,880.17), membership income (\$14,030), and sponsorship (\$2,702.50). Tommy paid \$645 for Quickbook renewal, and transferred \$40,000 from one account to another for cash availability (check writing) purposes. Tommy has the financial reports for anyone that is interested. Tommy had a meeting with the Football Treasurer (Dan Glod), Boys Sports Treasurer (Mary D'Errico) and Girls Sports Treasurer (Joan Romano) to discuss Mary's replacement after this year, accounting entries, tax reporting for donors, and the need for contracting with a bookkeeper.

To potentially be further acted upon:
Scholarship criteria and policy remains to be addressed.

DIRECTOR REPORTS

Membership Molly James – There are currently 261 booster members, 20 short of last September's total. Molly can't ascertain a specific reason for the shortfall - it is a little short across the board. Molly is working with Meg, and it is working out well. If you get a 75% of a team having membership, you keep 90% instead of 85% of fundraising income and memberships in excess of \$750. Each sport should communicate with Meg or Molly about where your team stands with regard to 75% participation. General boosters gets the allocation of 10 or 15%.

Communications Director – Christina Cush Christina needs \$192 to renew the Boosters website. Please send the emails for each sport's president, treasurer, Chip-In-For-Youth coordinator, Booster Bash coordinator and Booster liaison to Amy. gatoramy@att.net

Future potential project: 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 has devised a plan to roll out Chip-in-For-Youth which she handed out. She also handed out the CIFY announcement. The plan includes working with each sport's CIFY Coordinator and providing them a sales plan and her support. Jane will hold a meeting with all the sports CIFY coordinators. She will apprise the Boosters and the AD of our progress. Purchasing information will go on the Boosters Web page, potentially on the PVHS webpage (she will look into this potential) and in SharkBytes. 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!) 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. The 2018 results are reported as follows: North Florida Jr. Golf Foundation sold 2002 tickets claiming the 1st prize of \$10,000 and PVHS sold 1304 tickets (\$32,600 worth) claiming a nice \$5,000 prize. 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. Band sold around 80 tickets last year, and were not counted in Boosters total nor in the bonus proration last year.

Booster Bash- Molly James Molly decided to head up Booster Bash again this year. Thank you, Molly! The date and venue has been decided: Saturday, January 26, 2019 at 3 Palms again. Approximately 300 can attend. She needs to confirm with 3 Palms, formalize the agreement with a deposit, and obtain the insurance rider. She has the website to sell the tickets and has the same people as last year help her on key functions. She will push sales starting November. Please provide each sport's Booster Bash liaison information to Amy, if it is not the Booster liaison. It is totally up to each sport how much they participate. If any sport has a specific need and wishes to have an auction item for this need (sometimes called "fund an item"), work with Molly on how this can be done. Some people like to contribute to a specific request instead of bringing home something. People might donate a portion or the full amount. 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 Molly can present at it.

Athletic Director – Eric Frank

Eric hired a Dance Coach, Brandi Ahmad. He had 4 very good candidates. Ponte Vedra High School is currently looking for a Head Coach for our Boys Tennis team. If you are interested please email your resume and references to Eric Frank Eric.Frank@stjohns.k12.fl.us We will be accepting resumes until Wednesday, October 3rd.

OLD BUSINESS

Booster Bash Band Participation

We discussed having Band participating in the Boosters Bash. There are over 100 families in the band and we support them in various ways. Band was looking for ways to support Boosters. Eric discussed with band that they might like to purchase tickets to the Booster Bash. We discussed various ways that Band might be involved. There appears to be no major expectations from Band to fully involve themselves in Booster Bash. Thank you for your comments, and the Executive Booster Board will decide how they will move forward with the interplay between Boosters and Band.

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

Booster Membership Family Pass

It has been unclear what a Booster Family Sports Pass means. Some kids bring photos of their family's pass and go through the Boosters Gate. Other Family level Booster parents have purchased Individual passes for their children. When Molly took over membership, she was told that it was for immediate family members. She sends out 2 passes to keep the cost of postage down. At the \$200 level, you receive 2 family pass cards for one season. We should be mindful of how any clarification is rolled out because people can be offended at the gate. Any big changes should be implemented next year (such as receiving 2 tickets at the \$200 level and 4 tickets at a higher level). Eric is collecting data regarding how many people are coming through the Boosters gate. This will be a work in process.

On-line Ticket Sales

On-line ticket sales are going well with GO FAN, and we sold 88 tickets on line for the first game this was offered. Tickets show up on your phone and are validated, but should not be validated ahead of time. Eric plans to roll this out for Boys LAX and Boys Soccer this year, in addition to Football. Eric is looking at making specified gates for exact change and GO FAN tickets. Eric is looking to expand the GO FAN system in the future. GO FAN charges 10% to the ticket purchaser.

Softball Dugout Update

The new dugout will be ready for the upcoming season. It was delayed last year due to new permitting requirements. In addition, 2 dugouts were originally requested, and then it was decided to change to one after the high cost was determined. The original cost was \$19,500 and is now around \$21,000. The original donation was authorized for higher, but we only asked for \$19,500 due to a low quote, and now we are short a bit of money to complete it because prices went up. We will discuss this shortfall later due to time constraints. We are working on the batting cage as well. A family donated their batting cage, but it needs proper permitting in order to use it. Nick states that safety is considered in the

building designs. For the school, anything over \$5,000 needs 3 bids so we are hoping to keep under this. We would like to pour the concrete for the dugout and the batting cage at the same time. If the process goes through the school, we have the entire force of the St. John's County and their lawyers behind us, if needed.

Stadium Expansion

We are tabling discussion of the stadium expansion due to time constraints.

NEW BUSINESS

Stadium PA System

Nick and Eric have been working on bids and permitting for a new PA system. They received 3 bids ranging from \$15,000 to 35,000. Eric is not pursuing the \$35,000 bid, but is trying to get the remaining 2 bids to make sure they have the same specifications. In addition, there is \$6,500 in electrical work that needs to be done to put the speakers on the light poles. Nick has patched the current speakers to get us by. Football will commit to pay for 25%, boys LAX 10%, girls LAX 5%, boys soccer 5%, girls soccer 5% for a total of 50%. Eric is asking General Boosters for 50% of the cost. Boosters asked Eric to approach Dance, Cheer, and the Band to also contribute. We would like to have the new PA System in approximately 6 weeks.

General Boosters Bookkeeper

Tommy discussed the need for a bookkeeper to help with continuity and ease workload, and working with the new AD to ensure consistent processes are followed. Tommy is soliciting proposals from reputable contract bookkeeping companies. Tommy estimates that the cost for a bookkeeper to be \$1,000-\$1,500/month, but with the magnitude of \$1,000,000 income and \$960,000 expenses a year, a professional is warranted due to our turnover, to ensure our tax-exempt status is maintained, and that processes, procedures, and compliance are attended to. The basketball treasurer, Chris Miller, is a CPA and Tommy would welcome a chat with him. John Lazzara stated that when Tommy, Amy, and John worked together at PVAA, they instituted a professional bookkeeper for that organization, which worked to their advantage.

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Wrestling needs - Mr. Gonzalez The safety changes have been handled and he is now looking for storage. Mr. Gonzalez is trying to get the backpacks off the ground and Nick said he would get hooks on the wall. Mr. Gonzalez stated he is looking for 2 cabinets and 2 cubbies. Nick believes he can satisfy these requests. If there is any shortfall, Boosters is happy to help out. The wrestling room is #525, next to the weight room.

Fundraising for General Boosters - Amy feels that in addition to TPC tickets and Booster Bash, that we will need a 3rd fundraiser if we will be taking on professional bookkeeping fees. If anyone has any ideas, please contact Amy. Amy has a couple ideas, and will talk about them at a future date.

School Branding Eric would like a new larger trophy case to display our numerous trophies. Eric also would like to “wrap” our press box (also tints the window) which will cost just under \$2,000. Pete mentioned the need to be sensitive to sponsors that are currently on the press box. This would also protect the press box from the elements. We can also wrap ticket booths which could have our ticket pricing, logo, victory with honor saying, and other info on the wrap. The concession booth outside the gym could have the wall wrapped. Each year, we can add a new wrap project, such as wrapping a wall with previous athletes’ photos to inspire current students. Eric feels this can showcase our facilities, our brand, and be uplifting. Dr. Oberkehr has approved the press box. This could be a fund an item at the Booster Bash.

OTHER NEWS -

The School Athletic calendar on the website needs to be updated.

ANNOUNCEMENTS –

The NEXT full meeting will take place on Monday, October 1st at 7:00pm in the Front Office Conference Room.

ADJOURNMENT –

Meeting adjourned at 8:36pm
Dayle Hoffecker, Secretary