

Ponte Vedra Sharks Booster Club  
Meeting Minutes  
January 16, 2024- PVHS Media Center

Call to order by Stephanie Cills at 7:05 PM

Attendance:

Stephanie Cills- President, General Boosters and Cross Country  
Sheila Rice- Secretary, General Boosters  
Mike Harrison- Athletic Director  
Stephanie Augusta- Baseball  
Ann Rubocki- Baseball  
Gwen Richards- Girls Basketball  
Eileen Speace-Boys Basketball  
Karen Macko- Cheerleading  
Meg Hammer- Dance  
Steve Okla- Football  
Tim O'Hara- Football  
Gill Cox- Girls Golf/Boys and Girls Tennis  
Daryl Reed- Boys Golf  
Stacy Hauseman- Boys Lacrosse  
Mary Maddox- Swim and Dive  
Erin Wolf- Swim and Dive  
Liz Spinowitz- Girls Wrestling  
Sharon Grant-Track and Field  
Katie Hitchcock-Boys Soccer  
Nicole Johnson-Boys Volleyball  
Sarah Froehlich- Girls Volleyball/Beach Volleyball

**Officer Reports:**

PRESIDENT/VICE PRESIDENT- Stephanie called for roll call by the group, with brief introductions.

Stephanie attended a district-wide meeting earlier in the day and learned relevant information as it pertains to banners at the school.

The following information is permitted on the banners:

Logo, name, contact information to include phone number and web address.

The following information is **not permitted** on the banners:

Photos of individuals, slogans, and business hours

The group asked for clarification on whether business slogans can be said via the loudspeaker at athletic events. Boosters to investigate and get back to the group.

Stephanie also shared that each team should have received their chip in codes, for the Chip in For Charity program offered by the PGA Tour for The Players Championship. The program allows teams to sell tickets to the upcoming Players Championship, each charity can receive \$40 from every competition round ticket (Thursday-Sunday) purchased in their name.

Provided below is a link to marketing materials for the program:

<https://www.dropbox.com/scl/fo/cy1399y0q0sudh1x91dc5/h?rlkey=dzo2dhbntz463zuvely1c77tt&dl=0>

The program runs until March 1, 2023.

Stephanie also highlighted the student scholarship opportunities available for athletes by discussing the Creighton Funke scholarship and the Baker Sports scholarships.

TREASURER- Stephanie informed the group that the current General Booster balance is \$69,000.

**Director Report:**

**ATHLETIC DIRECTOR-**

Mike informed the group that the school will receive a new digital scoreboard at the multi-purpose outdoor stadium. The new scoreboard provides the athletic department/boosters with the ability to sell digital advertising. The new scoreboard is set to arrive in February 2024 and will be installed the week of Spring Break.

The athletic department/boosters are launching a Digital Scoreboard pilot program to evaluate the sponsorship opportunities that the new scoreboard provides. Each team is encouraged to sell digital ads for the new scoreboard, as a fundraiser for their program. The cost of the ad is \$500. Each digital ad will run for 15 seconds and is guaranteed to run at least four (4) times during each athletic event held from the time of the installation of the scoreboard (estimated for week of March 11<sup>th</sup>) through the end of the year. We have installed a similar scoreboard in the gymnasium and for a typical game the scoreboard runs for 4 hours.

Should your team be interested in selling ads as part of this opportunity please reach out to Coach Harrison with any questions or if you have sold an ad, please provide Mike with the digital asset to be included on the reel.

Mike is looking for students/club members at school to support him in this initiative.

Mike is also looking at Gipper to create the reels for the scoreboard.

While the pilot program is underway the boosters/athletic department will assemble a task force of key stake holders from several different sports to discuss/refine the program for the 2024/2025 school year.

The track replacement project is complete, and the track is operational.

There is no update on the stadium field.

Liaisons for all sports in attendance updated the group on their team activities.

The next General Booster Meeting is scheduled for Monday, February 5<sup>th</sup> at 7:00 PM in the media center. The meeting was adjourned at 8:15 PM.