

Ponte Vedra Sharks Booster Club  
Meeting Minutes  
August 6, 2025-PVHS Media Center

Call to order by Sheila Rice at 7:01 PM

**Attendance:**

Sheila Rice- President, General Boosters  
Fiona Kimber- Treasurer, General Boosters  
Tracy Strevia- Secretary, General Boosters  
Mike Harrison- Athletic Director  
Dawn Kroog- Treasurer, General Boosters  
Scott Conroy- Girls Flag Football  
Sarah Froehlich- Indoor and Beach Volleyball  
Eilleen Speace – Boys Basketball  
Stacey Mayer / Lucy Miller- Baseball  
Kelly Straub- Softball  
Amaya Hill- Dance/Splash  
Goli Hosseini- Cross Country, Track and Field  
Kim Romano- Boys Soccer  
Lisa Lester- Cheer  
Jill This- Football, Swim, Boys and Girls Weighlifting  
Jay Hines - Wrestling  
Christina Felsing- Girls Basketball  
Liz Owen- Girls Lacrosse  
Stacy Hauseman – Boys Lacrosse

**Officer Reports:**

PRESIDENT- Sheila introduced herself and expressed her gratitude to all of the liaisons' for being a part of the Athletic Boosters. She announced that this will be her final year as Booster President. Anyone interested in taking on this role next year is encouraged to let her know and she can provide training and guidance.

Sheila provided an overview of the booster program and its operations. Our school district and taxes supply the facilities for our teams to play, but they do not provide additional funding for the sports programs. The athletic department charges a participation fee, which covers expenses such as security, officials, in-district transportation, and facility improvements.

General boosters funds come from player booster memberships, as well as fundraising activities such as Chip in for Charity, selling parking spots (donated by the school), and other events. These funds are used to pay for concession equipment, field lining, field maintenance, special projects, and insurance/taxes.

Each team's budget is responsible for covering uniforms, supplies, banquets, and out-of-town transportation. Athletics at PVHS are primarily self-funded, with boosters stepping in to fill various needs for individual sports.

Regarding how individual sports contribute to general booster funds, general boosters receive 15% of booster memberships, with the remaining amount going to the team. For fundraising, depending on the team's participation rate, boosters will keep 10-15% of the proceeds. If the team reaches 75% membership, boosters retain 10%; if membership is under 75%, boosters retain 15%. Please inform Sheila how if your team reaches the 75% membership level.

The meeting schedule for the year was distributed. Some meetings may need to be rescheduled due to Mike's availability, and updates will be communicated. There are still a few liaison positions to be filled; Sheila will coordinate with Mike to get those roles assigned.

Sheila discussed the community service bonus, which encourages teams to get involved in the community, give back, and make a positive impact. Each team that completes a community service activity will receive \$250. Teams are encouraged to submit their ideas prior to the event. After the event please send pictures to Mike so he can promote the activity on the athletics booster page.

Sheila also shared updates on the stadium seats and parking passes. She has just distributed the 327 football stadium seats (which are now sold out) and is now finalizing parking passes, which will be distributed before the first home game on August 29 against Nease.

Booster passes will now be issued through Go Fan this year. All attendees must use the Go Fan account to access games; passes cannot be transferred. Families are encouraged to share their Go Fan account login so multiple users can access passes from the same account.

Teams (or a representative) that attend every meeting this year will receive \$200 from Boosters.

Sheila reminded everyone to use TeamSnap for team communication. Boosters have purchased the software, and Liz Owen is available to help set up accounts if needed. Mike also stressed that players should communicate with coaches through TeamSnap rather than by text.

**Booster Memberships** – There are currently 268 booster memberships. Sheila encouraged everyone to join now, even if your sport begins in the winter or spring. If a child does not make a team, a portion of the membership fee will be refunded.

#### Current Membership Numbers:

- 11 Bull
- 49 Hammerhead
- 128 Tiger
- 55 Mako
- 19 Nurse
- 3 Guppy
- 3 Angel

TREASURER: Fiona Kimber presented an overview of 2024-2025 General booster funded expenditures (July 1 – June 30)

- Last year ended with a surplus, allowing \$17,000 in mini-grants to be awarded to sports that applied through the grant process
- After grants, there was still an \$18,000 surplus. Of that, \$15,000 went toward turf personalization for the new field.
- Currently cash balance is approximately \$85,000

Fiona offered to help any individual teams with understanding their current or past financial positions. All of the teams are currently in a good financial position.

#### Recent Purchases and Funding highlights:

- Mini grants – \$17,000
- Booster attendance bonuses to teams - \$3400
- Coaches' dinner
- "Sharks at the Next Level" board in the gym - \$2000 (tracks PVHS athletes continuing at the college level)
- Scholarships - \$15,000 (Bakers and Creighton/Funke)
- New gym sound system - \$20,000
- Two new I pads
- Square payment system for transactions

**Ongoing annual expenses** total about \$6,000 and include bookkeeping, licensing, insurance, bill processing, check payments, and field maintenance.

#### **Sports Treasurer Introduction**

Sheila introduced Dawn Kroog as the sports treasurer. Dawn manages deposits, checks, and serves as the link between the main treasurer and individual sports teams.

#### **Director Report:**

ATHLETIC DIRECTOR- Mike thanked the boosters and all the liaisons for their contributions, noting how well the group works together. His goal is to collaborate with each team to help them achieve their priorities. He is currently working with Mr. Garcia on a campus-wide "wish list" of projects, including updates for wrestling and baseball.

One focus is improving the baseball backstop—moving it forward and adding netting to create a regulation-size field and improve player safety. Mike emphasized that large-scale safety and infrastructure projects should be funded by the district, while booster funds should focus on “extra” enhancements that improve aesthetics and the overall student-athlete experience.

On the financial side, Mike stressed that all purchases must go through the boosters to maintain proper checks and balances. No team should handle finances independently, and no coach should be reimbursed directly. Instead, purchases should be made by a parent or designated team representative to avoid complications and maintain transparency.

All coaching positions are currently filled.

Field updates: Field lining is no longer a football expense, but Agrowpro will continue to handle pest control and focus on the track field, practice field, and baseball/softball fields. The new turf has been laid, with crews working overnight due to weather delays. The final walkthrough is expected Monday.

Staffing needs: The program still needs an athletic trainer—a critical role for athlete safety. A master’s degree is required, and Florida High School guidelines mandate that a trainer be present at football, lacrosse, and wrestling events. Filling this position remains a priority.

Mike will hold a coaches’ meeting next Tuesday to focus on building stronger connections between coaches and athletes, guiding student-athletes toward their future goals, and increasing his own visibility within teams.

He also informed the group of his new assistant hire, Spencer, who brings strong knowledge and experience in the athletic field.

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

The next General Boosters meeting is scheduled for Tuesday, September 2<sup>nd</sup> at 7:00 PM in the media center.

The meeting was adjourned at 8:25 PM.