

Ponte Vedra Sharks Booster Club
Meeting Minutes
December 1, 2025-PVHS Media Center

Call to order by Sheila Rice at 7:05 PM

Attendance:

Sheila Rice- President, General Boosters – Boys Lacrosse, Boys Basketball

Tracy Streva- Secretary, General Boosters

Mike Harrison- Athletic Director

Sarah Froehlich- Boys Soccer, Girls Indoor and Beach Volleyball

Stacey Mayer / Lucy Miller- Baseball

Kelly Straub- Softball

Amaya Hill- Dance/Splash

Ashley Hilley- Football, Cross Country, Track and Field

Lisa Lester- Cheer

Seanna Aker – Boys Wrestling

Julia Natal – Girls Wrestling

Tricia Hoffman- Girls Basketball

Liz Owen- Girls Lacrosse

Erin Wolf – Swim / Dive

Jamie Conroy – Girls Flag Football

Brittany Miller, Ana Somers, Jennifer Schramm - Tennis

Officer Reports

President – Sheila Rice

Thanks & Acknowledgements

- Special thanks to Sarah Froelich and several football parents for stepping in to work the recent home football game in very cold conditions.

Winter Passes / Booster Memberships

- Winter sports passes:
 - Most winter teams are fully entered and passes have been issued.
 - A few late sign-ups remain (particularly Girls Basketball); passes are being processed as memberships come in.
 - Winter distribution has been much easier than fall due to the smaller list.
 - If any winter athlete or family reports an issue with their GoFan pass, team reps should contact Sheila to troubleshoot.

- Current membership totals – 427 members:
 - 13 Bull
 - 62 Hammerhead
 - 149 Tiger
 - 109 Mako
 - 51 Nurse
 - 40 Guppy
 - 3 Angel

- Expect a small additional bump in memberships with the start of spring sports.

“Chip In For Charity” – THE PLAYERS Championship

- Booster Club is registered, but codes are on hold pending updated 501(c)(3) documentation.
- Fiona has been in New Zealand and is expected back shortly to provide the required IRS letter to the tournament organizers.
- Once approved and team-specific codes are released, Sheila will send them out so teams can promote ticket sales (especially useful for holiday gifting).

Holiday Camps / Payments / Branding Reminders

- Any camp held on PVHS campus must be approved by AD Mike Harrison.
- All payments for Booster-related events must go through PayPal;
 - Venmo is not allowed for Booster Club transactions.
- If a camp is run by an outside/club organization (even if many HS players participate):
 - The camp cannot use PVHS logos.
 - It cannot advertise that PVHS coaches will be present.
 - It must remain clearly separate from the high school program.

Spring Sports – Athletic Clearance

- Over the holiday break, spring athletes are strongly encouraged to complete:
 - Athletic clearance in the online system
 - Required training videos and certificates
 - Physicals and document uploads
- The goal is to reduce the volume of last-minute clearances when school resumes and tryouts begin.

Treasurer Report

- Fiona was traveling and not present, so there was no detailed financial update this meeting.
- A full status will be provided at the next meeting.

Athletic Director – Mike Harrison

Volunteer Appreciation & Football Playoffs

- Mike echoed thanks to Sarah Froelich for working the cold Friday night game.
- Noted the extra three home playoff games were unexpected but a great experience for athletes and community, even over Thanksgiving weekend.

New Athletic Trainer – Hired

- Big news: PVHS has officially hired a full-time athletic trainer.
 - Name: Brandy Shortlage
 - Start date: Wednesday following this meeting.
 - Background: ~5 years of high school AT experience at Harmony High School (Orlando).
 - She recently moved to the area; the role will allow a more reasonable schedule than her prior travel-heavy position.
- Plans include:
 - Rebuilding/growing the student athletic training aide program.

- Maximizing use of recovery tools (compression boots, etc.).
- Mike asked team reps to work with coaches and treasurers so:
 - Needs (equipment, supplies, etc.) are identified ahead of time.
 - Coaches are not left trying to purchase or manage logistics alone.

Athletics Highlights – Fall 2025

Mike summarized a strong start to the 2025–26 school year, including multiple deep playoff runs and high state finishes, such as:

- State championship performance in swimming.
- State runner-up in cross country.
- Top-five state finishes for Boys Golf, Girls Golf, Boys Cross Country, and Boys Swimming.
- Regional finalist and regional champion runs in Football.
- Overall, every team competing at state level made a meaningful deep-round appearance.

Q&A – Student Athletic Fees (Spring)

- Spring student-athlete fee on SchoolPay:
 - Likely posted in January (shortly after the Jan 19 start for Track and other early sports).
 - Athletes will have a grace period to decide whether they are fully committing to the team before payment is required.
- Fee tracking:
 - The AD office will monitor who has paid the \$50 athletic fee.
 - Coaches will receive lists of missing payments and deadlines; athletes will not compete past that date without payment.

NFHS / Streaming for Baseball & Softball

- Parent question: Can Baseball (and eventually Softball) be added to the North Florida/ NFHS streaming platform currently used for stadium and gym events?

- Discussion points:
 - Baseball had previously declined in favor of GameChanger and Facebook Live, but is now interested.
 - If NFHS cameras are installed, GameChanger live video and Facebook streaming would need to stop, since NFHS is a subscription-based service.
 - The school receives a modest revenue share from subscriptions (a few thousand dollars annually across all sports).
 - Cameras and installation are not free; cost would likely be shared by the Athletic Department and team(s).
 - Mike will contact PlayOn Sports / NFHS to get pricing and options for adding baseball (and potentially softball).

Tennis Court Access / Holiday Use

- Question from Tennis parents about outside coach Danny Witt using PVHS courts (clinics) and how that interacts with high school players' access, especially over holidays.
- Mike explained:
 - Danny operates an independent business, paying a rental fee to the school for scheduled clinic times.
 - Outside of his reserved blocks, courts are considered open play—students may use them when the campus is open and gates are unlocked.
 - Coaches cannot run organized practices outside the official season unless under an approved outside organization.
 - Students playing on their own do not require a supervising coach (similar to any public-court play), though equipment is not provided by the school.

Liasons from all sports in attendance provided updates on their respective activities.

The next **General Boosters meeting** will take place on **Monday, January 5th at 7 PM** in the media center.

The meeting adjourned at 7:50 PM.