

Ponte Vedra Sharks Booster Club  
Meeting Minutes  
February 2, 2026-PVHS Media Center

Call to order by Sheila Rice at 7:00 PM

Attendance:

Sheila Rice- President, General Boosters  
Tracy Streva- Secretary, General Boosters  
Mike Harrison- Athletic Director  
Dawn Kroog – Treasury  
Kim Romano – Boys Soccer  
David McCann – Girls Soccer  
Eilleen Speace – Boys Basketball  
Sarah Froehlich- Girls Indoor and Beach Volleyball  
Stacey Mayer / Lucy Miller- Baseball  
Kelly Straub- Softball  
Amaya Hill- Dance/Splash  
Stephanie Marciani- Cross Country  
Ashley Hilley – Football and Track  
Lisa Finnerty- Cheer  
Seanna Aker – Boys Wrestling  
Julia Natal – Girls Wrestling  
Christine Felsing- Girls Basketball  
Liz Owen- Girls Lacrosse  
Erin Wolf – Swim / Dive  
Scott Conroy – Girls Flag Football  
Brittany Miller, Ana Somers, Jennifer Schramm – Tennis  
Stacey Hauseman – Boys Lacrosse

## **Officer Reports**

### **PRESIDENT REPORT – Sheila**

- Spring passes will be distributed this week. Spring teams have done a strong job encouraging booster sign-ups so passes can be distributed in bulk.
- Priority distribution: JV Baseball passes first due to game on February 9, with goal to have all passes out around February 9–10 as advertised.

### **Membership Update (Current Totals)**

- Bull: 16
- Hammerhead: 62
- Tiger: 150
- Mako: 114
- Nurse: 71
- Guppy: 102
- Angel: 5

#### Angel Membership Clarification:

- Angel level counts toward booster membership totals but provides no benefits/tickets.
- Recommended only for supporters (ex: grandparents) who want to donate.
- Families are discouraged from selecting Angel expecting benefits; any recent Angel memberships are being handled case-by-case.

### **Fundraising – Chip in for Charity (TPC)**

- Chip in for Charity codes have been sent; anyone missing a code should contact Sheila/board.
- Ticket sales end February 27.
- Teams earn \$40 per ticket sold.
- Reminder: many community members attend TPC—encouraged to purchase through the program to support teams.

### **Leadership / Board Planning**

- Sheila announced this is her final year as Booster President (after two years).
- Volunteers are needed for the General Booster Board for next year.
- Interested parties should reach out to Sheila or any board member.
- Sheila turned the meeting over to Fiona for the financial report.

## **TREASURER/FINANCIAL REPORT – Fiona**

- Typical monthly operating expenses: approximately \$4,000–\$5,000, including:
  - Field maintenance
  - Accounting
  - iPad-related costs
  - Bank and transaction fees

### **Athletic Trainer / Athletic Training Support**

- Final payment for prior athletic trainer/payoff coverage: \$760 paid in December.
- Total contributed last year toward athletic trainer transition coverage: \$3,000.
- Booster Board met with Coach Harrison in January and agreed to fund ~\$6,000 in athletic trainer needs to support the new trainer's start at PVHS.

### **Annual/Seasonal Administrative Costs**

- Tax season costs incurred: approximately \$3,000 (tax prep/filings, 1099s, Form 990 requirements for nonprofits).
- Insurance renewal (liability + directors coverage): approximately \$700.

### **Facilities / Maintenance**

- Paid \$400 for softball field lining (general field maintenance).

### **GameTime Subscription**

- Annual subscription supports licensed “safe music” and ad hosting.
- Cost: typically \$3,000; early payment discount applied this year for \$2,700.
- Fiona invited anyone with specific financial questions to reach out directly.

# **Athletic Department Report**

## **Athletic Director – Mike Harrison**

- New athletic trainer Brandi Shortlage has reorganized and refreshed the training room:
  - Removed outdated tables and old refrigerator
  - Removed unused equipment
  - Converted office area into usable treatment/work space
- Items requested/approved to support athletic training operations:
  - New adjustable training table (clinic-style) with storage
  - Ultrasound machine to expand treatment resources
- Note: Brandi began just prior to winter break; spring sports will significantly increase training room demand (full-time, high-volume schedule anticipated).

## **Game Day / Facility Note – Banners**

- Reminder to teams: banners/yard signs on the curb must be picked up after games or no later than the next day.
- Banners/yard signs should be aligned uniformly (same direction) and spaced so team names remain visible.
- Spring sports volume will increase shared space needs (flag football, track, boys volleyball, boys & girls lacrosse, baseball, softball).

## **New Business / Discussion Items**

### **Wrestling State Qualification Banners (Clarification)**

- Clarified that banners referenced are not “senior banners.”
- These are state qualifier banners for wrestlers who qualify for state—any grade level can qualify and receive a banner.
- Banners are intended for the state tournament venue (Silver Spurs Arena, Orlando).

- Discussion points:
  - Historically booster-funded (not parent-funded) and done previously.
  - Vendor noted: Robin Halliburton discussed; prior banner vendor “Old Artisan” referenced.
  - Printing minimum quantity concern was discussed (minimum of six cited).
  - Expected number of qualifiers varies year-to-year; last year reportedly three qualifiers.
  - Action: Wrestling reps to confirm vendor requirements and timing; banners should be ready to print once qualifiers are confirmed (estimated within two weeks).

## **Signing Day Celebration (Athletic Department)**

- Signing Day celebration scheduled Wednesday after school at 3:30 PM.
- Format:
  - Athletes decorate tables
  - Athletes are called up one by one to give short thank-you remarks
  - Coaches do not speak during the event
- Time limitation: event must fit into a one-hour window due to girls basketball scheduling; photos afterward may be shortened.
- Athlete count originally referenced as 39, with several no longer participating due to early graduation/transfers

## **Athletic Communication Platform (TeamSnap Compliance)**

- Concern raised that some teams are not using TeamSnap.
- District expects centralized, trackable communication; unofficial channels (text chains, GroupMe, Band, etc.) are discouraged.
- Athletic Director noted the need to:
  - Improve oversight of what messages are being sent by teams
  - Ensure communications are clear, professional, and compliant

- Ensure AD has access/admin visibility across team accounts (may require adding AD access to each TeamSnap group)

## **Coaching Development Pilot – “3D Coaching”**

- Athletic Director discussed a proposed pilot/focus group using the 3D Coaching platform (district-related coach development/training resource).
- Goals:
  - Strengthen coach-to-athlete relationship skills beyond X’s and O’s
  - Improve consistency in messaging across sports
- Plan:
  - Identify a focus group of five coaches + Athletic Director (varied sports, male/female, experienced/new) to evaluate effectiveness.
  - Target: run pilot this semester; consider broader adoption for all coaches over the summer if effective.

## **Vendor Review – Baker Sports / BSN (Survey & Feedback)**

- Survey distributed to collect feedback ahead of vendor negotiations.
- Key concerns raised:
  - Team shop windows are too short / timing issues (stores opening before tryouts, closing quickly)
  - Long fulfillment times (examples of 4–6 weeks)
  - Non game-required items should not be placed in team shops (example discussed: football girdles)
  - Pricing/quality concerns for smaller sports (example discussed: wrestling singlet pricing and quality)
- Clarifications shared:
  - Team shops typically do not go into production until the shop closes— even if ordered on day one.
  - Baker Sports production is local (West Jacksonville); BSN referenced as out-of-state (Dallas).

- County-approved Under Armour vendors limited; team shop/fan shop options may be negotiable
- Strong encouragement given for everyone to submit survey feedback in writing so concerns can be addressed in negotiations for next year.

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

The next **General Boosters meeting** will take place on **Monday, March 2<sup>nd</sup> at 7 PM** in the media center.

The meeting adjourned at 7:45 PM.