

Ponte Vedra Sharks Booster Club  
Meeting Minutes  
November 3, 2025-PVHS Media Center

Call to order by Sheila Rice at 7:05 PM

Attendance:

Sheila Rice- President, General Boosters  
Fiona Kimber- Treasurer, General Boosters  
Tracy Strevia- Secretary, General Boosters  
Mike Harrison- Athletic Director  
Dawn Kroog- Sports Treasurer, General Boosters – Boys Basketball  
Sarah Froehlich- Girls Indoor and Beach Volleyball  
Stacey Mayer / Lucy Miller- Baseball  
Allison Fillmore and Alisha Fitzpatrick- Softball  
Amaya Hill- Dance/Splash  
Goli Hosseini- Cross Country, Track and Field  
David McCann- Boys and Girls Soccer  
Lisa Lester- Cheer  
Seanna Aker – Boys Wrestling  
Julia Natal – Girls Wrestling  
Tricia Hoffman- Girls Basketball  
Liz Owen- Girls Lacrosse  
Stacy Hauseman – Boys Lacrosse, Football  
Erin Wolf – Swim / Dive  
Scott Conroy – Girls Flag Football

## **President – Sheila Rice**

### Membership Update

- 370 total members. Tier counts: 13 Bull, 60 Hammerhead, 143 Tiger, 97 Mako, 43 Nurse, 11 Guppy, 3 Angel.
- Winter passes: All passes for athletes already in the database were delivered today. Additional pass issuance will continue as teams finalize rosters (Boys/Girls Basketball meetings complete; Wrestling outreach pending).

### Fundraisers & Sponsorships

- THE PLAYERS “Chip in for Charity” (PGA TOUR)
  - Sheila encouraged everyone to promote these ticket sales through teams

- Program window: Nov 18 – Feb 27.
  - Boosters earn \$40 per ticket sold via team-specific codes.
  - Teams receive credit based on their code when proceeds are distributed. (Historical take: ≈\$6,000 two years ago; ≈\$3,000 last year.)
- Digital scoreboard ads (season change pricing)
    - \$500 placement now that football season has ended.
    - Ads can run in the stadium and the gym; include these in team sponsorship packages

#### Other Notes

- Expect continued trickle-in of winter athletes (first basketball games mid-November).

## Treasurer – Fiona

#### Operating & One-time Costs

- Routine monthly obligations total ≈\$6,000 (accounting/QuickBooks, check processing, iPads/Square, lawn maintenance, telecom/software, taxes, etc.).
- Athletic trainer event coverage for football remains Booster-funded while the full-time position is open.
- Recovery equipment purchased and on campus: ≈\$1,200 for compression boots & sleeve sets (e.g., Normatec-type) for athlete recovery. Access will be coordinated through the Athletic Training area once staffed.

#### Community Service Mini-Grants

- Additional teams submitted for the \$250 community service project credit tied to service projects.
- How to claim: Email event details to Sheila (documentation for finance).
- Photos: Send to Mike for possible Team Sideline newsletter and Athletics social.

### Lost Checks – Replacement Fee

- If a team member loses a check that was issued, the \$25 stop-payment/reissue fee will not be covered by General Boosters.
  - Each team should decide whether the team or the individual pays this fee.
  - This does not apply to mail never received.

## Director Report – Mike Harrison, Athletic Director

### Athletic Trainer Hiring / Coverage

- Active search continues; recent agency and independent leads have not yielded a hire yet.
- Exploring night-by-night coverage and part-time vendor options; district is engaged in finding approved vendors.
- Qualifications: Must be a board-certified Athletic Trainer; if independent, must carry personal liability insurance; if through a company, coverage must be provided by that company.
- State-required event coverage (as discussed): Football, Wrestling, and Boys' Lacrosse. Other sports will be covered when feasible.
- Market dynamics remain challenging (post-2020 master's requirement; competition with industry/clinical roles).

### Facilities / Media

- Send vector artwork (EPS/AI/PDF) for new/updated sponsors to Mike for video board rotation (wrestling & basketball seasons).

### Transportation – Postseason Process

- For postseason travel that requires charter buses, the AD office will pay the invoice up front and then invoice the team for its share.

- Teams must route postseason charters via the AD so district credits (e.g., daily bus allotments such as ≈\$350/day where applicable) can be applied properly.
- Regular-season chartering remains a team responsibility.

#### Communications & Recognition

- Tag PVHS Athletics on team community service posts for amplification (newsletter/social).
- Football playoff outlook and potential Thanksgiving Week activities were previewed; details to follow if applicable.

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

The next **General Boosters meeting** will take place on **Monday, December 1<sup>st</sup> at 7 PM** in the media center.

The meeting adjourned at 7:48 PM.