

Ponte Vedra Sharks Booster Club  
Meeting Minutes  
October 5<sup>th</sup>, 2026-PVHS Media Center

Call to order by Lisa at 7:03 PM

Attendance:

Lisa Woods – President, General Boosters  
John Ward – Past Vice President, General Boosters  
Jill This – Vice President, General Boosters – football, boys weightlifting, girls weightlifting  
Tracy Strevia- Secretary, General Boosters  
Mike Harrison- Athletic Director  
Fiona Kimber – Booster Treasurer  
Sarah Froehlich- Girls Indoor and Beach Volleyball  
Shanon Cally, Lucy Miller - Baseball  
Kelly Straub- Softball  
Angie Moates- Dance/Splash  
Anne Rubocki- Cross Country  
Ashley Hilley – Track, Football, wrestling  
Christina Felsing- Girls Basketball  
Stacy Hauseman- Boys Lacrosse  
Erica Burrell – Girls Lacrosse  
Erin Wolf – Swim / Dive and Boys Volleyball  
Jamie Conroy – Girls Flag Football  
Brittany Miller – Boys and Girls Tennis  
Eilleen Speace – Boys basketball  
David McCann – Boys and Girls Soccer  
Allison Aragon – Boys Soccer

## Officer Reports

### **PRESIDENT REPORT – Lisa**

#### **Booster Club Website & Communications**

Lisa reviewed the Booster Club website and encouraged all sports liaisons to become familiar with the available resources.

Meeting agendas and minutes will now be available digitally through the Booster website under **Resources → General Booster Meeting Agendas & Minutes**.

The goal is to reduce printed materials and make information more accessible.

The website also includes:

- Booster membership registration and information
- Membership FAQs
- Sports team links
- Camp and clinic registration forms
- Meeting schedules and previous minutes
- Donation opportunities
- General Booster Club information

Liaisons were asked to review their individual sports pages to ensure links and information are accurate and current.

Any needed updates should be sent to Athletic Director Mike Harrison, who will coordinate changes with Dave Richards.

### **SportsYou – Booster Liaison Group**

An invitation was emailed to all Booster liaisons to join the new **SportsYou Booster Liaison group**.

This group will be used for:

- Meeting reminders and schedule changes
- Important Booster announcements
- Membership updates
- General communication among liaisons

Liaisons who did not receive an invitation should contact Lisa to be added.

### **Booster Membership Participation**

Lisa reminded teams that reaching **75% Booster membership participation** allows them to qualify for the lower General Booster fundraising contribution percentage.

At the time of the meeting, the following teams had reached the 75% threshold:

- Football
- Cheer
- Dance

Teams approaching or exceeding 75% should submit their current roster for membership verification.

### **Winter Sports Membership**

Winter sports registration is open, and teams should begin encouraging families to join Boosters.

Winter sports passes are expected to be distributed in by November 2<sup>nd</sup> or 3<sup>rd</sup>.

Basketball and soccer tryouts and parent meetings will take place during October and November. Teams should encourage families to register as soon as rosters are finalized to allow adequate time for processing passes.

### **New Liaison Resource Guide**

Lisa is developing a resource guide to assist new and returning sports liaisons.

The guide will include information on:

- Liaison responsibilities
- Booster procedures
- Fundraising guidelines
- Senior recognition and painted fins
- Banners and signage
- Banquet planning
- Commonly used vendors
- Community service opportunities
- Booster incentives

Liaisons were encouraged to share suggestions, resources and frequently used vendors.

The goal is to create a central resource that can be passed along to future liaisons.

## **Athletic Director Report – Mike Harrison**

### **SportsYou Updates**

Mike emphasized that SportsYou is now the primary communication platform for PVHS athletic teams.

All teams have been established in SportsYou, and liaisons may request administrative access to their individual team accounts.

SportsYou allows teams to:

- Communicate with athletes and parents
- Create separate groups for JV, Varsity, parents or athletes
- Post team announcements
- Share schedules and calendars
- Track whether messages have been viewed
- Communicate schedule changes and weather delays

Parents can also subscribe to team calendars and sync them with their personal calendars.

Liaisons should work with their coaches to determine appropriate communication groups and permissions.

Mike requested administrative access to all team groups to ensure accurate communication and provide oversight when necessary.

### **Honest Game – College Athletic Eligibility**

St. Johns County Athletics has partnered with **Honest Game**, an academic eligibility and college recruiting resource.

The program helps student-athletes and families determine whether they are academically on track to participate in college athletics.

Honest Game can assist with:

- NCAA Division I and Division II academic eligibility
- Division III and NAIA opportunities
- Tracking required core courses
- Identifying missing academic requirements
- College athletic recruiting resources
- Exploring colleges that may be appropriate for individual athletes

The platform will allow athletes, parents, coaches, athletic directors and guidance counselors to identify potential eligibility issues before senior year.

Mike emphasized that the goal is to prevent athletes from discovering missing academic requirements too late in the college recruiting process.

### **Parent Information Session:**

- **Date:** October 29, 2026
- **Location:** Toco Creek High School
- **Time:** Doors expected to open at 6:00 PM

Additional information and registration details are available in the Sideline Newsletter.

Mike encouraged liaisons to share this opportunity with families, particularly those with athletes interested in competing at the collegiate level.

Details regarding individual student access to Honest Game are still being finalized.

Mike will also inquire about the possibility of providing a Zoom option or recording for families unable to attend.

### **Collegiate Athlete Recognition Board**

Mike discussed the collegiate athlete recognition board displayed at PVHS.

To qualify for recognition, athletes must:

- Have earned a varsity letter at PVHS
- Participate in a varsity-level collegiate athletic program
- Complete two years of collegiate athletic participation

Club sports participation does not qualify.

Due to the increasing number of college transfers, the Athletic Department is reviewing how to accurately recognize athletes who attend multiple institutions.

Additional information will be requested from teams to help update the recognition board.

### **Athletic Website Updates**

Mike reminded liaisons that team schedules, photos, announcements and other information can be added to the school athletic website.

Updates should be emailed to Mike for forwarding to Dave Richards.

School athletic pages cannot promote outside club or non-school athletic programs.

### **Athletic Banners**

Mike clarified banner requirements for athletic facilities.

Sponsor banners should:

- Be black mesh
- Follow the established size and design specifications

Robin Howard is a recommended vendor familiar with PVHS banner requirements.

Liaisons needing specifications should contact Mike or the appropriate team representative.

Teams should also communicate any advertising or graphics needs for the stadium and gymnasium boards.

### **Treasurer Report – Fiona Kimber**

#### **Booster Investment Strategy**

Fiona reported that the Booster Club is actively reviewing opportunities to invest available funds.

Because individual teams and General Boosters maintain cash balances throughout the year, the organization is exploring ways to generate additional interest income.

Potential earnings could help:

- Offset operating expenses
- Increase available mini-grant funding
- Support additional athletic program needs

The Board will continue evaluating appropriate investment options.

### **Mini-Grants**

To date, approximately **\$13,000 in mini-grant funds** has been distributed to individual athletic teams.

Fiona has contacted teams that have not yet submitted their expenses.

Any team that believes it is still owed mini-grant funds should contact Fiona.

### **Capital Improvements**

General Boosters funded approximately **\$7,000 for replacement windows in the football stadium press box** over the summer.

### **Field Maintenance Expenses**

Fiona announced that General Boosters is **no longer responsible for field maintenance expenses**.

The Athletic Department has assumed these costs, partially supported by the increase in student athletic participation fees.

This change will provide additional funds for Booster initiatives and potential future mini-grants.

### **Sports Treasurer Position**

Dawn Kroog has stepped down as Sports Treasurer.

Fiona is temporarily managing the additional responsibilities until a replacement is found.

Individual team treasurers should continue following their normal financial procedures.

Anyone interested in the Sports Treasurer position should contact Fiona.

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

The meeting adjourned at 7:57 PM.

Please refer to the Booster club website for the next scheduled meeting date.

