

Ponte Vedra Sharks Booster Club  
Meeting Minutes  
September 2, 2025-PVHS Media Center

Call to order by Sheila Rice at 7:02 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, Boys Basketball  
Jamie 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  
Annie Hett- Boys Soccer  
Lisa Lester- Cheer  
Erik Smith - Wrestling  
Christina Felsing- Girls Basketball  
Liz Owen- Girls Lacrosse  
Stacy Hauseman – Boys Lacrosse, Football  
Ana Somers, Jennifer Schramm, Brittany Miller - tennis  
Erin Wolf – Swim / Dive

## Officer Reports

### President – Sheila Rice

#### Booster Memberships & Passes

- 337 booster members to date. Tier counts: 13 Bull Shark, 59 Hammerhead, 143 Tiger, 82 Mako, 28 Nurse, 9 Guppy, 3 Angel. Slightly down vs. last year; expect winter teams to help close the gap.
- Booster passes (GoFan): First home game vs Nease successfully executed (~4,000 attendees). A few (~6–7) pass issues, mainly from the 2-email ticket delivery change and general user error; please route any lingering issues to Sheila.
- Winter passes: Ongoing issuance for late joiners who select “Fall”; bulk GoFan upload for Winter planned in November.

## Scoreboard Advertising

- Strong adoption across fall sports (notably Girls Volleyball and Football).
- Spring sports are encouraged to sell ads now; revenue goes to your account and ads will air in the sponsor's chosen season. Purchase portal is on the Booster website.

## TeamSnap (Communication)

- All PVHS teams must use TeamSnap. Liz Owen will assist with setup, roster imports (CSV/Excel), and best practices.
- Chat feature is off by default to reduce noise; coaches may request it be re-enabled

## Camps/Registrations via Booster Website

- Boosters can host registration + payment forms for team-run youth camps/fundraisers (used by Cheer, Girls Basketball, Dance, Baseball). Email details to Sheila to set up; teams handle logistics, Boosters handle form and payments.
- Shark Bytes promotion: email the info if you want a camp highlighted; note the newsletter is primarily for younger grades distribution but can still help awareness.

## Matching Gifts

- Remind families: many employers offer charitable matching (examples mentioned: Deutsche Bank, Johnson & Johnson, PGA TOUR). Applicable to memberships and sponsorships.

## Financial Highlights (General Boosters)

- Healthy cash position (exact balance not provided; Treasurer traveling).
- Recent/ongoing spends include:
  - \$760 for certified athletic trainer support coverage at football games (interim while trainer role is open).
  - \$700 membership support (postage, envelopes, parking hangers).
  - Neptune/GameTime clean-music software renewal for events.
  - Support for "Sharks at the Next Level" gym board (college-bound athletes).
  - Scholarships (noted recipients included Bakers and Creighton/Funke ).

- Routine: field maintenance, bookkeeping, licenses, insurance, iPads/Square, etc.

## **Treasurer (All-Sports) – Dawn Kroog**

### Reimbursements & Check Requests – Key Rules

- Coaches should not pay out-of-pocket. Everything should be pre-paid via invoice billed to Boosters or handled by a parent team rep (or prepaid card after approval).
- No checks written to coaches.
- If unavoidable, submit a pre-approval to Sheila/Mike; exceptions require their sign-off

### Request & Paperwork Process

- One email per check request (can include multiple receipts for one payee). Do not combine multiple payees in a single request.
- Itemized receipts are required, especially for restaurants; no alcohol can appear on receipts (those line items will not be reimbursed).
  - For app orders (e.g., Chick-fil-A/Walmart): provide itemized details (screenshot/printout acceptable if full itemization is shown).
- Follow up if you don't hear back within 2 weeks.
- Mailed checks may arrive in plain/"bill pay" envelopes— make sure to open all mail so it doesn't go unnoticed.
- Need it fast? Text Dawn (number in her email signature) to flag an urgent request.

### Team Admin

- Please designate one point of contact per team for treasury submissions (discussion referenced Tennis: Jennifer Miller / Brittany / Anna).
- Team ledgers (current balance/start-of-season status) are available from Dawn on request.
- Reference materials (meeting dates, Treasurer handbook, forms) are on the Booster website under Downloads.

- Teams should meet with Coach Harrison pre-season to align on travel schedule and budget.

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

### Financial Controls & Pre-Approval

- Reinforced: do not buy first and ask later. Many vendors (e.g., Baker Sports, Crown Trophy, etc.) can invoice Boosters directly.
- Standards must be consistent across teams; late or out-of-process purchases risk non-reimbursement.

### Facilities & District Funding

- District capital-improvement timelines are delayed (state funds were late; new district contact learning the role). Typically updates “leak” by Oct 1; Mike will relay as soon as concrete allocations are known.
- Philosophy: safety/infrastructure projects should be district-funded; Boosters focus on enhancements.
- Q&A highlights (Softball complex & general maintenance):
  - Use the maintenance channel first; campus maintenance will assess, then escalate if needed.
  - Water fountains at fields unlikely (no safe potable line to that area).
  - Please route facility issue lists through your coach to Mike to avoid duplicate/tangled threads.

### Athletic Trainer Update

- Ongoing challenge to hire a certified AT; extensive outreach underway (schools, AT networks, physicians’ offices).
- Interim coverage: Boosters funding certified ATs for key events; EMT support in place for football (Mike Mackowski volunteering).
- Contact sports (football/lacrosse/wrestling) require AT coverage for events; daily practice coverage is limited until the role is filled.
- Working with district on budget mechanisms to fund coverage and secure a sustainable solution.

### Reminders to Teams

- Build season plans early (e.g., tennis balls via vendor invoice—not parents fronting \$5k).
- Leverage the Baker Sports partnership for equipment beyond apparel; they can source most items.

### **Open Floor / Team Updates**

- Round-the-room introductions and brief sport updates (noted that several sports are “cruising along” in pre-/early season).
- Continued emphasis on policy consistency, clear communication through TeamSnap, and advance planning.

The next General Boosters meeting is scheduled for Monday, October 6<sup>th</sup> at 7:00 PM in the media center.

The meeting was adjourned at 8:05 PM.