



Booster Club Meeting Minutes – 2/19/20

Attendees:

- Dennis Kellen – President
- Sharon Moore – Treasurer
- Rebecca DiDona – Chair, Volunteer and Merchandise
- Ben Sutcliffe – Chair, Concessions
- Ann Smith – Liaison
- Jeff Rutledge – Lacrosse Coach
- Raven Bowden – Football
- TC – Big Bash Photo
- Mat Shannon – Assistant Athletic Director
- Allison Shannon – Chair, Sponsorship
- Kim Ihle – Secretary and Chair, Membership
- Ryan Rogers – Athletic Director
- Carol Salgado – Indoor Track Liaison
- Chanrey Williams – Wrestling Liaison

1. Secretary Report and meeting minutes from previous meeting were received and approved.
2. Treasurer Report was provided by Sharon Moore (get from Sharon)
 - 1) Current balance as of 12/31/19 – \$52,911.45
 - 2) Deposits – \$7,039.50
 - 3) Square Deposits – Concessions - \$266.61
 - 4) Total Revenue - \$7,394.78
 - 5) Total Expenses - \$10,911.93
 - 6) Ending Balance - \$49,394.90
 - b. Using program to help reconcile the budget so still a work in progress – will work with Rebecca and then get budget approved by the Board.
 - c. Still need to pay Allegra (~10K) and some merchandise expenses
 - d. Kim to send spreadsheet to Sharon of membership tracking – Kim to email Ryan for an updated report to check against spreadsheet – completed on 2/21
 - e. Can now use Square for reports to itemize membership, concessions, merchandise, etc.
3. Committee Reports
 - a. **Membership (Kim)** –
 - 1) To set up membership table at Spring Coaches meeting on 3/4.
 - 2) One additional membership form to log
 - b. **Merchandise (Rebecca)** –
 - 1) Got new beanies, bags, decals coming
 - 2) Merchandise to sell at spring sporting events
 - 3) Have sweatshirts and t-shirts – can sell those at spring sporting events while weather is still cold, but may order t-shirts towards the end
 - 4) Selling merchandise on-line and in concessions stand
 - 5) Square terminal – up and running, added tax to concession items – square charges fee on top – can change the setting for tax - good for accountability and reconciling the cash box – can run reports to see what items we are making money on – also help to manage inventory



c. Volunteers (Rebecca) –

- 1) Sharon to issue checks to IHS Sports Teams as listed below:

Fall Season		Winter Season	
Baseball	\$50.00	Baseball	\$60.00
Cheerleading	\$335.00	Boys Basketball	\$15.00
Cross Country	\$245.00	Boys Lacrosse	\$65.00
Field Hockey	\$360.00	Cheerleading	\$70.00
Swim	\$20.00	Field Hockey	\$15.00
Volleyball	\$225.00	Football	\$235.00
Wrestling	\$15.00	Girls Basketball	\$130.00
Football	\$735.00	Girls Lacrosse	\$85.00
		Girls Soccer	\$50.00
		Track	\$185.00
		Wrestling	\$1,115.00
Total	\$1,985.00	Total	\$2,025.00

- 2) Will explain how this works and how teams get their money – not based on what the event, just paid based on the shift
- 3) Will put social media info on home page
- 4) At March 4th meeting – Dennis will mention in presentation – to parent liaisons to ensure understanding of how payouts work for shift volunteers
- 5) Board approved to round up the payout amounts for the team to the nearest dollar.
- 6) Spring Sports schedule sign up for concessions
 - a. Tennis with other sports, but not have concessions
 - b. All shifts will start at 5:30 – tennis does not pay for match entry and will rarely use concessions – opener will be at 5:00 – have open and closers go into signups – get parent liaisons to be opener/closers
 - c. Opener or closer could be the person there to watch the sport and then just open or close
 - d. Spring schedule will vary based on weather

d. Concessions (Ben) –

- 1) Can use Square to manage inventory
- 2) Pizza is generally a loss – can't be re-used
- 3) Take extras to the team members or custodial staff
- 4) Scheduling outside concessions for cleaning – Ryan to request it get cleaned in the next week or two so we can plan the move date – will plan for a weeknight
- 5) Costco rebate check is based on anniversary date
- 6) Tax exempt application – will give to Sharon to mail with a check for \$10 and a letter from the school that we are a viable entity on school letterhead
- 7) Ben to create a checklist for every night to keep in the concessions stand – will include checking inventory whiteboard



- 8) Received a price list from SureBet – Amazon delivery might be cheaper, SureBet is convenient but more expensive – use Instacart for Costco scheduled deliveries?
- 9) Come up with strategy based on the product – list item and where it comes from – do a delivery once per week – order some things in massive bulk
- 10) Find a water sponsor to wrap water bottles – then water is straight profit
- 11) Ben is transitioning his position to Heather Ryan at end of Spring season

e. Advertisement, Marketing, Sponsorship (Allison) –

- 1) In Dropbox, have documents to review – banners sold well – inside and outside – check pricing
- 2) Look at documents and make comments to improve for next year
- 3) Need a lot of new sponsors for next year – sponsor for back of the tickets – work with parent liaisons to see if they can look to sponsors first for party planning – check discount cards – see if Nick's can be a sponsor – hosting after football games – will create a late night football menu and will stay open late
- 4) Post something on social media that includes who the sponsors are so people know to go to them first
- 5) TC – Underwater Photographer for Big Bash Photo – create the video with music and pictures of the sports – take pictures of different sports, give to Boosters and then sell high resolution to the parents, but do have a contract with Victor O'Neil – but no one shoots under water
- 6) Create a video of what we have done so far and why join the boosters
- 7) Put a sponsor on the back of the booster season pass as opposed to just the paper ticket?
- 8) Will put TC in touch with the swim coach
- 9) Discussed making incentives for people that eat at restaurants on the card – contest for free concessions drink, etc.
- 10) Start thinking about new discount cards
- 11) Companies must buy a sponsorship to get a banner
- 12) Dennis to reach out to Scotto's about being a banner sponsor

f. Fundraisers –

- 1) Krispy Kreme – 4/25 for distribution, orders in by 4/20 – order through Manassas and they fulfill out of Maryland
- 2) Harlem Knights – pick a night in early December/next winter

4. Athletic Director / Assistant Athletic Director updates –

- a. Wrestling – 4 state qualifiers, 3 are freshman – State in Salem
- b. Swimming – both boys and girls Region Champs – will be hard to win States without diving – 2/21 evening – in Richmond
- c. Indoor Track – Regionals was today – 4x200 boys – second place region – to states – Charlie Blundell won 1100 so will go to States – voted to be a Tier One sport next year
- d. Basketball – girls play Friday at James Monroe; boys 9 seed so go to 8 seed on Saturday
- e. Gymnastics – had four gymnasts – down the line will be a bigger program



- f. Spring will be a busy time – get people excited and helping out on March 4th – set up merchandise table for scrimmages – try Square outside for scrimmages – need to mount outdoor safe
 - g. Football schedule is set for next year – will have three Thursday night football games next year
 - h. Homecoming September 25th
- 5. Future events –
 - a. March 4th – Spring sports parent night
 - b. Tax return is due in March/April – Dennis to meet with a lawyer next week to discuss – we are due 11/15 since we are a 5013c – need end of year report first – for 2019
- 6. Old Items for discussion –
 - a. None
- 7. New Items of Discussion –
 - a. Next meeting mid-March
 - b. PTO wants to sell stadium seats at Spring Coaches night
- 8. Adjourn – 8:04 pm