

ATHLETIC BOOSTERS

Supporting All Wildcat Sports

MEETING MINUTES

Centreville Booster Club Minutes September 9, 2019

The meeting was called to order at 7:00 pm by John Purvis, President, in the CVHS Library.

In attendance: John Purvis, John and Stephanie Ragano, Joe Morice, Laura Poston, Tammy Butler, Meghan Birkholz, Amy Holden (Field Hockey), Debra and Bruce Cafurello

Approval of Minutes

John Purvis made the motion to approve the August 2019 meeting minutes. Motion was seconded and passed - minutes will be posted on the website.

Board Reports

President – John Purvis

The group discussed again ideas for sports program cover for each sports season. Each team can sell at their sports venue and there will be a separate program for homecoming game with rosters. John Purvis will discuss with art/graphics department ideas/art for the program cover and select from submittals. The group discussed providing an Incentive for the team that sells the most brochures. Boosters pays \$6+ for each program and the teams can sell for \$5.00. The respective team will be charged \$2.00 for each program and keeps \$3.00. No upfront payment to Boosters is needed from teams – unsold programs can be turned back into the Activities Office for a credit. John Purvis made motion to charge teams \$2.00 for the seasonal sports programs and the team keeps the difference – motion was seconded and passed.

John confirmed that the Athletic Boosters need to buy a safe which will be kept in either the Activities Office or concession stand. A motion to purchase safe, motion was seconded and passed. Will be utilized at games to house cash. Budget for new safe purchase is up to \$350.

A sponsorship update was provided to the group. A platinum sponsor did not return from prior school year. We have resigned Glory Days for the current school year and are following up with Bonefish and Papa John's. Boosters has collected \$23,300 through current date and has \$44,500 in sponsorship commitments from prior year or that have committed already. \$11,200 is not confirmed from prior year – John will provide further update at October meeting.

John reminded the group of the October 20th event – Notre Dame, Colgate and Princeton are playing a charity Lacrosse tournament at CVHS. 3,000 seats will be sold and monies will be donated to an opioid prevention organization. The event is expected to be heavily supported – 2 teams will play and the other team will coach kids on the practice field. In addition, the Little Feet Meet will take place on September 28th and will be a concession sales event.

The group discussed messaging for and adding sponsors to the new digital scoring table. All sponsors should be running currently and Laura Poston volunteered to manage any messaging (happy birthday, anniversary, prom, etc.). The group discussed charging \$25-\$50 to put a message on the screen for a game. All funds will go to Athletic Boosters/CVHS.

1) Secretary/Communications – Tammy Butler

No report.

2) Treasurer – John and Stephanie Ragano

Balance Sheet and Income Statement were provided to the board. Awaiting updated current cash balance due to recent deposits made – will provide full update at October meeting. Payments made via the Square from August 2019 are included in Balance Sheet. Operating account has a \$69,000 cash balance as of meeting date.

3) Membership – Laura Poston

Laura Poston provided a membership update with current sale statistics. 533 passes have been purchased for \$34,450 in sales plus \$925 in donations equaling \$35,600 total sales to date. \$275 was paid in credit card fees – Laura reminded the group that there is no fee for a check payment and to encourage online purchases. She will provide the names for volunteers as there has been interest in assisting at events.

To date, Field Hockey has highest participation (83.3%) in sports pass purchases. 22 out of 35 team athletes. Volleyball also has had good participation (63%). Wildcat Pass purchases are down by 18 memberships from prior school year – the group discussed the need to expedite parking entry/exit for the Wildcat pass or there will be less interest in the future. Some blue seats in the stadium need repair – will advise Jimmy Sanabria. The group discussed the need to monitor the blue seating during well-attended games as an individual should have a Wildcat pin which came with their membership to sit in the section. Other sports pass categories improved slightly over prior year sales. Athlete participation overall is disappointing – only 25 purchases for all football teams to date. The group discussed confirming the separation of the Athletic Boosters and Touchdown Club as some students/parents confuse the (2) organizations. Team rosters continue to not be updated on the Wearecville website – the group discussed that team parents can be given the ability to update rosters online and can contact the Activities Office for site access.

A new sales demographic was discussed for kids – “Junior Wildcat Pass” which could be marketed in conjunction with SYA and elementary/middle schools. Utilization of social media should be increased with better detail about passes and cost savings. Information will be provided to elementary/middle schoolers during the week for parent review through October.

Laura will be sending out a thank you to all Booster supporters for the current school year to showcase booster activities, meetings and share the purchases/contributions that Boosters has provided to CVHS in prior years as many are unaware of these important facts.

4) Spirit Wear – Meghan Birkholz

Megan provided an update on Spiritwear costs and what Boosters makes on the items. There is a \$7,329 invoice for 2019-2020 school year. \$25,000 of merchandise was on hand at beginning of school year and we are still fully stocked so no additional ordering required at the present time. Seat cushions are not selling well and the group discussed better sales of the item once the temperatures drop at Fall football games. Megan discussed putting higher end apparel on a website for sale which was received positively.

5) Concessions - Richard Simmons

Concessions had \$2800 in revenue in August 2019. Monies were still being deposited - will await updated deposit totals at October meeting. Richard and John Purvis confirmed the need for a new grill and concurred another catering grill would work fine and to utilize a discount for purchase. Richard confirmed that the cooler is not cooling – we need to repair or purchase a new cooler. The Activities Office is looking into the issue. The roll up window needs repair as it was broken into during the summer months.

The group discussed again finding an individual or group to paint the exterior of the concession stand. Megan Berkholz and Maria Stewart will work on this initiative and engage students for extra credit or service hours.

6) CVHS Activities Office – Jimmy Sanabria

Did not attend – no report.

NO NEW BUSINESS.

John Purvis adjourned the meeting at 8:15 pm.