

# ATHLETIC BOOSTERS

Supporting All Wildcat Sports

## MEETING MINUTES

### Centreville Booster Club Minutes

April 8, 2019

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

In attendance: John Purvis, Tamela Butler, John and Stephanie Ragano, Chris Haddock, Megan Birkholtz, Laura Poston, Maria Stewart, Kerry Shaher (Field Hockey), Nancy Spence (Swim/Dive), Patty Lovett (Girls Basketball), Sydney Hitzke (Dance), Debra Cafurello (Wrestling).

### Approval of Minutes

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

### Board Reports

#### President – John Purvis

No new banner sales or sponsor requests.

#### 1) Secretary/Communications – Tammy Butler

No report.

#### 2) Treasurer – John and Stephanie Ragano

March was a slow month for revenues - April should provide additional funds from membership sales and spring sports events. Stephanie Ragano provided a financial update and confirmed large payments made in 2019. She will confirm receipt and payment of annual invoice for turf fund. All approved expenditures to date have been paid. Will confirm available balance next meeting and discuss spend of funds through end of current school year.

Nancy Spence asked about status of fifteen (15) swim warm ups which was discussed last meeting. Chris Haddock confirmed that the Activities office will handle payment and confirm order has been placed. The group discussed the need to order early due to availability. It was confirmed that annual senior scholarships had been paid for the current school year.

#### 3) Membership – Laura Poston

Laura Poston provided an update of sports team participation for membership pass sales – percentages by team (# members divided by # athletes). She asked for confirmation of upcoming Freshman events so Boosters can participate and hand out information/take payment for passes. There has been very low participation by Freshman/JV teams and parents. Laura will put a committee together to get feedback regarding attendance at events and how to improve sales/participation.

Maria discussed again the need to rebrand the membership sales as a contribution to the athletic teams and how to broaden the program more as a fundraiser for the athletic program and to support the athletes. It was recommended that all future sales be completed via iPad or Laptop vs. people having to fill out written form. The group further discussed how to simplify the sales process to obtain Name/Student Name/Email address with each sale as this is the most pertinent information that Boosters requires for school year.

Maria confirmed how few people take advantage of the benefit with the membership pass. The group discussed the need to sell or promote ahead of Back to School Festival and that the messaging must come from the Administration level to Coaches/Families. Information will be handed out during the first week of practice for all sports so families can budget for the cost outside of normal back to school expenses.

Notices will be sent over the summer encouraging early participation/purchase. It was confirmed again that the teams need more information as many were unaware of the 85% participation reward. Membership will coordinate with Activities Office going forward to obtain roster information early in each season. Sydney Hitzke asked why Dance team was not included in the team participation review – it is due to there not being a roster on the We Are Cville site. The group discussed whether the reward amount be comparable to team size and if a team improves their participation from prior year is there a reward. It was also discussed to provide the contribution for the end of season sports banquet vs a straight donation to the team(s).

Chris Haddock discussed having a “giving day” (i.e., Booster sign up day) which promotes well and should result in a higher participation. He also inquired whether to attach to a Spiritwear purchase at Back to School festival and provide some sort of discount on the pass.

Attendees discussed splitting \$500 between the (2) highest participation teams and providing 2018-2019 participation information to all Coaches to garner additional interest and sign up. Marketing may include where the funds go and to make clear that it is a contribution to the school. Focus is on how to better market this information and share team contributions for the year.

#### **4) Spirit Wear – Meghan Birkholz**

Meghan provided an update and requested a t-shirt order to cover Spring sales. Will sell at sports events and school lunches. \$1811.50 for 321 items. Motion made for shirts, seconded and approved. Expense will be earmarked and paid upon receipt.

#### **5) Concessions - Richard Simmons**

Not in attendance – no report.

#### **6) CVHS Activities Office – Chris Haddock**

Chris Haddock confirmed that Girls Soccer Uniforms were ordered and invoice needs to be paid. \$4751.80. Boosters will pay invoice – John makes motion, motion seconded. Approved. Will determine if invoice needs to be paid or Activities receives a remittance. John reminded the group that teams should come to Boosters to make request.

Chris discussed the purchase of a new scorers table which has been a topic at prior meetings. He asked about the status of the purchase and stated that it should be purchased now so it is available for Fall sports season. Cost is \$13,000 - \$15,000 and he requested that Boosters cover cost. Chris will provide additional detail at May meeting.

June 4th is the tentative date for Freshman/Rising 9<sup>th</sup> grade parent evening which parents must attend if their child will play a sport next school year. Boosters will provide an overview of the organization at the event and Spiritwear/Membership will be present to hand out information and sell passes/merchandise. There will be a separate Activities Fair for rising 9<sup>th</sup> grader parents.

**New Business**

John Ragano provided the group insight into non-profit entities redeeming unused gift cards as a fundraiser. Gift card(s) may be donated and the available funds are donated to Boosters. John will obtain additional information and provide further update at May meeting. Cost is \$10.00 per month – John Purvis discussed managing a 1-2 month promotion at beginning of school year and ahead of winter sports season.

Maria Stewart also reminded the group of Amazon Smile program where 5% goes to the non-profit organization of your choice.

**John Purvis adjourned the meeting at 8:00 pm.**