

Spring Mills Athletic Booster Club Meeting

08/13/2013

Spring Mills High School

Committee	President-Jeff Adams	Treasurer – Joy Shaw	Sponsorship – Joe Comer
Participants Present:			
Athletic Director – Dan Comer	Public Relations – Paul Wolford	Membership – Tammy Scheuch	Secretary – Tarvin Greene
Sergeant at Arms – Warren Livengood			
Committee	Concessions – Tracey Adams	Fundraising – Sharmika Brooks	Vice President – Chris Keith
Participants Not Present:			
Volunteer Committee - Nancy Spangler	Programs – Shawn Conaughty	Spirit Wear – Kim Wine	
Coaches Present	Baseball – Mark Salphia	Boys Basketball – Ryan Miller	Cross Country – Wayne Bennett
Swimming – James Miller			

Start time 7:05 p.m. Location: Spring Mills High School

Committee/Coaches Introduction

Minutes from the last Executive Council Booster Club meeting were reviewed and approved.

Committee Report:

Treasury Report –

a. Deposit

- Spirit Wear Sales \$2,999.30
- Discount Cards.....\$2,080.00
- Sponsorship \$13, 240.00
- Bonanza\$9,272,52
- Board of Education Loan \$40,000.00

Total Deposits \$67, 591.82

b. Expenses

- Gym Scoreboards \$28,233.00
- Signet for Spirit Wear \$2,097.00
- Wild and Wonderful Catering (Bonanza) \$3,150.00
- 25% of Sponsorship Transfer to Swimming \$325.00
- 25% of Sponsorship Transfer to Girls Basketball.\$350.00
- 25% of Sponsorship Transfer to Girls Soccer\$525.00
- 25% of Sponsorship Transfer to Volleyball\$187.50

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- 25% of Sponsorship Transfer to Football\$587.50
 - 25% of Sponsorship Transfer to Wrestling\$372.50
 - 25% of Sponsorship Transfer to Girls Tennis\$125.00
- Total Expenses\$35,952.95**

Total Ending Balance\$31,638.87

Spring Mills High Individual Sports Account Balance

Baseball - \$84.97	Girls Soccer - \$525.00
Boys Basketball - \$1600.00	Softball - \$0
Girls Basketball - \$915.00	Swimming - \$325.00
Cheerleading - \$0	Girls Tennis - \$125.00
Cross Country - \$0	Boys Tennis - \$0
Football - \$1620.00	Track and Field - \$0
Golf - \$0	Volleyball - \$187.50
Boys Soccer - \$0	Wrestling - \$372.50

Report from Board of Directors –

- None

Committee chairperson report

- Public Relations - Paul Wolford: Making as many announcements as possible on Facebook. Facebook page is Cardinal Nation. Cardinal Nation traffic had gone up to 2085. That's up 160% worth of Traffic. Also created a closed group titled "Cardinal Nations - The Nest". Coach Munson was interviewed on Sports line. Mr. Arvon was interview with Hoppy Kerchival. Journal has been good about posting Spring Mills information. A majority of the Coaches pictures are on the athletics website.

Spirit Wear report-

- President reports for Spirit wear chair - Series of orders with different color of Cardinals. Changes were made and the official cardinal is Scarlet Red, yellow beak and black underneath. Official colors are on the website. Spirit wear went well at the open house sold out all of shirts. Will have at least 100 shirts for orientation. We now have magnets. Great for building spirit amongst community. License plates can be done as a fundraiser and buy for \$10 and sell for \$25. Spirit wear is taking off and we will need someone to assists. As a suggestion maybe one person can handle novelties and the other take care of clothing. If you signed up to help or would like to help please let someone know.

Sports program report –

- President reported for Program Chair – Sponsorship is doing so well that we might have a 75 page program by fall. Program is coming along...have sponsors and their artwork as the sponsors submit them in.

Sponsorship report –

- Reported by chair Joe Comer - Came onboard about a month ago. There were only about 100 businesses on list. Parents and Coaches were soliciting the business and it was not going to well. We use to offer 10% of sponsorship to team that received that particular sponsor. Now they receive 25%. The increase made a good incentive for parents and coaches to speak with sponsors and receive monies for their particular sports program. Right now there are over 700 businesses

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on spreadsheet. We had spoken to at least 500 that have been spoken too. We need to follow up with businesses that have not completed the loop. If you get a sponsor now and you have a off season sport, you will still get the 25% of sponsorship. If anyone wants to help contact or add on sponsor please see Joe Comer. Sponsorship committee needs to get together and decide how to move forward on winter sports.

Membership

- Reported by membership chair - Will be at school orientation. Would like to set up a booth to ask if anyone would like to join the Booster membership. Currently we have 140 names on the list.

Old Business -

- Discount cards were to be due tonight. Need to collect asap or the money by weeks end.
- Discount cards will be issued to anyone wishing to sell and collected after an agreed upon time. If not sold can be issued out again.
- Bonanza results – Raised approx 6100 in profits.
- Football raffle – Continue to be a good fundraiser. If you need a raffle see any member of football team.
- Baseball hats – Sell have been great. Thank you to all who support and bought a hat
- Basketball - 3 on 3 had close to 30 teams; close to 350 in attendance. Had several contest: Slam dunk; 3 point contest. Actual amount raised not know at this time. But believe it was good.

New Business

- Fall game day operations had meeting on Sunday with Band booster and volunteers to help during fall games. Need officials, run chain, score clock, security, etc...
- Dan got Rich Alderton - is now game day manager. Responsible to all things related to Operations. We need to provide positions. Small jobs to be filled. Will be contacting for support and volunteers. We need help running clock, announcers. Want to have a team host. Team Host will meet visiting team upon their arrival and help them get situated before game time. Setting up a high standard for Spring Mills High.
- Took a loan – Did not have time to complete some transaction and talked to Board of Education about the interest free loan. Executive council voted on taking loan to be able to get through the fall season. Loan repayment is 10,000 for 4 payments over two years. Would like to pay it off early if possible.
- Can start to do things to help kids that are not as fortunate as others. Going forward the Booster would like to see the coaches budget their year.
- Ongoing expenses – Spring Mills Athletics site is \$100 ish a month and the Booster will cover the monthly cost. The football and basketball team is looking at HUDL.com. A site that shares game/scouting films.
- Meet with Martinsburg Journal and discussed how Spring Mills could be covered. Put together a program and tweets to inform people about the game. Martinsburg Journal have problem with not enough reporters. Boosters will assist. Need to work with public relations to determine how to get it accomplished.
- **Athletic Director** – Dan Comer – Thank Jeff and others for their hard working efforts being put in for this organization and school. Early in the day spoke with members of the Sunrise Rotary. Open house was a gauge of community willingness to help. An example - needing help directing

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traffic for about an hour. People really appreciate the help to take the confusion out of the process. More people assisting and helping will make this organization a success. Yesterday noticed students walking around with smiles on their faces...beaming with excitement. That's the type of thing that was relayed to the Sunrise Rotary...the citizens of our county made this a reality.

- Booster will start getting request from our sports team. We want to help, especially those who help themselves and their kids. Doing things to help alleviate money strains for families and programs need to make things happen. Want to help with things with items they need to keep them competitive. Want to look at HUDL, it makes coaches time easier with less time they have. They are educators first – coaches second. This program will make their coaching jobs a little easier and less stressful with technology if possible. Cost depends on how many sports program will be using the product. We also need to look at a video camera. Each team will get their own equipment eventually. The initial one we would purchase would be a backup if needed. We have crossover walkway. Whenever we have track it can be protected. The track company will begin installation this Thursday. It is a 17 day process. We have to switch scrimmage games with other schools until fields are ready. Working on timelines that we can't control. Will be done correctly. (Introduced Rich Alderton as he just came into meeting).
- Dan Comer thanked the teachers, students; custodians stating that they have been working 16 hour days. Requested some help directing traffic for orientation for next two days.
- Next big thing is finding some clean top soil. Or know someone with a ditch witch to make trenches.
- If you have any suggestions or question you can send via email.
- President spoke – currently have fall schedule. Currently have 42,000 committed from sponsors. About 10,250 is committed to teams. \$4300 for banner, \$4000 for web advertising. Had two initial sponsors that said no to sponsorship, but would like to meet again.
- James Miller Swim coach – for any gold or platinum sponsor can redeem ½ free chocolate from Classis Chocolates.

Meeting Adjourned

Meeting Adjourned by President Jeff Adams at 8:06 pm