

5/2/13

SMABC Executive Council Meeting

Present: Jeff Adams, Joy Shaw, Jon Wine, Kim Wine, Doug Livengood, Paul Wolford, Tarvin Greene, Dan Comer, Debbie Alderton

Not Present: Nancy Spangler, Shawn Conaughty, Mindy Toler, Tammy Scheuch

Minutes:

The meeting was called to order at 7:00pm. A quorum was present.

Attendees introduced themselves.

Minutes from SMABC EC meeting on 4/29 were approved as printed.

Mr. Adams reported that all of the positions for the Executive Council were filled. Mr. Comer reported that the indemnification section of the bylaws was acceptable. Mr. Adams reported that the booster website on [springmillsathletics.org](http://springmillsathletics.org) had been updated, the facebook page was set up and had generated 63 likes and had reached 750 people. Mr. Adams reported that we were also acquiring twitter handles for the boosters and sports. Mr. Adams distributed a fundraising request form.

Mrs. Shaw introduced Mrs. Debbie Alderton as the Financial Secretary for Spring Mills High. Mrs. Alderton currently works at the Board office in the finance department and will be transferring to Spring Mills. Mrs. Alderton and her husband have founded several boosters organizations including the Martinsburg Fan Club. Mrs. Shaw and Mrs. Alderton discussed policies and where the school is on selection of a bank. Mrs. Alderton provided a list of approved vendors.

Mrs. Adams reported that the concession wish list had been submitted and Mr. Comer was preparing to submit it to the School Board. Mrs. Adams also asked that chairs be added to the list for the concessions area.

Mr. Adams reported on membership for Mrs. Scheuch. The membership application was reviewed. It was suggested that a note be put on the application authorizing the club to share the contact information for members with other club members and accepted. Membership lists were distributed.

Mr. Adams reported on volunteers for Mrs. Spangler. Each committee has received lists of members interested in their committee.

Mr. Wine reported that he had spoken with Martinsburg High boosters about the rates they were charging for promotional consideration. Mr. Wine is working on developing a tiered package for sponsors that would include different levels based on the financial commitment of the sponsors. Opportunities for name recognition/advertising include: Football stadium scoreboard permanent placement, football scoreboard electronic advertising, football stadium fence signs, all outdoor event announcement recognition, baseball/softball stadium fence signs and permanent scoreboard positions. Indoor permanent signage in gymnasiums and on scoreboard, and banner advertising on websites. Mr. Wine hopes to have packages aligned within 2 weeks to begin offering. Mr. Wine also suggested a "Cardinal Club" focused on parents, friends, and family for small to medium sized donations.

Mr. Wolford had just accepted the position and reported that he was happy to be in charge of public relations and had some relationships in place and experience with public relations using facebook.

Mrs. Wine reported that she had contacted several vendors to discuss spirit wear pricing and vendor capabilities. Mrs. Wine had several samples provided by Signet. Mr. Comer asked that the primary color of all spirit wear be red. Mr. Comer asked that the club create an opening football game red tshirt and offer at an affordable price with the goal to have everyone in the stands wearing the shirts at our inaugural home game. Mrs. Wine to investigate. Sample shirts will be sold at the regular boosters meeting and orders taken for spirit wear. We would like to get funds into the booster account as quickly as possible to have onhand inventory for spirit wear.

Mr. Conaughessy was not present and there was nothing to report on Sports Programs.

### Old Business

Mr. Adams reported that the Golf Outing was set for July 15<sup>th</sup>. \$65 per golfer and \$100 sponsorship for tees. Mr. Barnes sent a flyer for the outing and Mr. Adams made copies for the boosters. We would like to hold a Bonanza in August we will look for volunteers at the membership meeting.

Discussion continued about the vision and expectations about how the athletic programs, school, and boosters would work together. It is the goal of everyone for activities to be coordinated through the SMABC. While the SMABC will conduct fundraisers for general funding the SMABC will also help and support the athletic programs to make sure they have volunteers and good instruction and guidelines to help make their events successful. There are quite a number of procedures to follow regarding how money will be handled and vendors. Motion was made by Mr. Wine to create a Fundraising Chairperson with responsibility for providing the necessary information and instruction to all fundraising groups. Mrs. Adams second, motion carried.

Mr. Comer reported that a primary need will be the scoreboards for the gymnasium, but we also will need other things like chairs, scorer's table, etc. Daktronics, supplier of the football scoreboard, is working up a marketing program for the football scoreboard that could pay for the other scoreboards over the next several years.

### New Business

Mr. Adams passed out proofs of a discount card being provided by EMI. The cards will cost \$4 and be sold for \$10. Athletes will be expected to sell 5 cards. The \$30 profit from those cards will go to the booster fund. Athletes who sell more than 5 cards will have the profit from the cards credit to them for purchases of spirit wear packs for their sports.

Mr. Adams explained that the club was now set up to use salesforce.com for membership and donor list management. The software is free to non-profit organizations.

Unfortunately, out of time by 9:30pm. The meeting adjourned.

Respectfully Submitted,

Jeff Adams