

SMAB Executive Council Club Meeting

06/10/2013

Participants:	Asst Coach: Travis Barnes	Cheerleading Coach	Golf Coach
President-Jeff Adams	Membership representative	Baseball Coach	Wrestling Coach
Public relations	B.O.E representative	Concessions Rep	Treasurer – Joy Shaw
Program Committee	Secretary		

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

A motion to approve minutes was stated by Shawn and was seconded by Joy Shaw.

Treasurer's Report

- Collected approx \$797.00 from pre order for inaugural football T-shirt.
- Paid one (1) invoice of \$182.40 to Sign It in Winchester, Va.
- Total of \$614.60 in Boosters club account.
- Football has \$3840.00 in their separate account
- Every sports team will have their own account. At each meeting Treasurer can pull up specific account with details of their account.
- When each sport has a fundraiser, they should have one person in charge of that fundraiser. Once all monies are collected, it should be given to treasurer for deposit into their account.
- Three (3) day rule is for treasurer – Once treasure received monies from sports team it must be deposited within 3 days.

Board of Directors Report –

- **Skipped**

Committee Reports

Public Relations –

- **Went to different meeting between coaches and parents to take action pictures. After pictures numbers on social media sight traffic increase.**
- **Pictures of Stadium drew more interest from social media sight**
- **Will add more pictures soon.**
- **10,000 people last week was seeing post from the Cardinal Nation.**
- **President stated that Twitter was originally set up for the Cardinals as a whole, but Mr. Comer asked him to set up each sports team with at twitter handle. The think was that as season goes on followers of each particular sport can be kept up to date by tweets of a parent or volunteer.**
- **The app Game changer was introduced by the football coach. It was noted that Big Team does not have a Game Changer like app...yet.**
- **Each sport should have one or two people to tweet updates.**
- **President stated that we will have something even if not with Big Team.**
- **The program “Celly” was introduced as a way to communicate to masses vice tweeting,**

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emailing

- **Trying to find a way to link the Cardinal Nation link onto facebook. Trying to get population to visit School site vice facebook.**

Spirit Wear –

- **First order around \$2000.00 and items to be here at SMB meeting tomorrow night.**
- **Cardinal Nation football shirt will cost \$10.00 and polo shirts which can start being sold.**
- **School has volunteers to donate monies to pay for screen. Will pay volunteers back once funds are able to be paid back.**

Concessions –

Volunteers-

Memberships –

- **Plan to put booths up at open house and games to get interest in SMHS.**

Fundraising –

Sports Programs –

- **Had a meeting with print shop in Berkeley County. Can do 80 pages front to back.**
- **Put all fall sports in program. Can put discount coupons in with programs to encourage people to buy.**
- **Deadline is almost non existence. Can change teams, adds, comments weekly if desired for free.**
- **Would like to ask quad graphic to donate a person to assist with layout vice sending money donations.**
- **Print shop has ability to print out 400 programs within a days notice if noticed**
- **Initially the idea is to do one program for all fall sports then take from there.**
- **Ideas were proposed to have action shots put in program of week prior game. Will get reason to purchase weekly.**
- **Idea also proposed to have students (Year book staff) in school take of layout to assist.**
- **Because of flexibility options are limitless.**
- **Want to make a special commemorative edition for first game.**
- **Or maybe hologram ticket, or numbered editions of sports program.**
- **Will have revenue from advertising and revenue from sales**

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Sponsorship

- Talked to HHS, MHS, and Dactronics for their current prices for sponsorships.
- Initial advertising fees are as follows:
- Fall sports program – Full page \$250.00 (includes ability to change adds weekly)
Half page \$150.00
Quarter Page \$90.00
Business Card size \$50.00
- 4 X 8 Vinyl banner - \$500.00 (Second year will be discounted if banner is in good condition)
4 X 4 Vinyl banner - \$400.00
Scrolling add on Scantron - \$150.00 for season or \$40.00 per game
Scoreboard fixed advertising – Appx \$1000.00 (price not concrete)
Banner add on Website - \$300.00 for 1 year. (Cost appx \$120.00 to get set up)
- Package deals :
- Platinum sponsor – 4 X 8 color banner, scoreboard advertisement, 2 season tickets, full page add, banner add on website for 1 year, link on sponsor web page for 1 year, announcement during game - \$700.00
- Gold sponsor - 4 X 4 color banner, streaming scoreboard advertisement, 2 season tickets, half page add, link on webpage for 1 year
- Comparison HHS \$150 for full page add vice SMHS \$250 - ours is color and can change from week to week. Theirs do not.
- MHS banners are same price as SMHS. HHS banner are a little cheaper.
- Question – Who's to be contacted for sponsors packages? President or John Wine.
- Will school be able to advertise? Idea to advertise about education. Or anti bullying campaign.
- Extreme fitness has been giving free membership to students since March, what can we do for them since they donate resources to school. We can pay back with equal dollar amount of sponsorship packages.
- All coaches, President and Athletic Director need to discuss to have standard packages for sponsors who donate resources to school.
- For parents who find business sponsors, there will be a brochure made up to have all step by step procedure on what they to relay to potential sponsors.
- No fee to be join Booster club - Want to start a Cardinal club (a subcomponent of the booster club). Will cost \$25.00 will receive a yearly pin, name on banner for current year enrollment and will sell Cardinal club apparel. A way for people to donate \$25.00 and get a little something back in return.

OLD BUSINESS

Golf Outing –

- No register yet. Want to put fundraisers on line. So people might see interest and pay online.
- Currently using Paypal and possible use first data once more info is received to alleviate pay pal fee.
- Have ability to put all sport fundraiser on Booster site and show various ways of payments via online or in person.
- Flyers have been posted in business and will try have posted registration on school website.
- Individual players can sign up as single. Will try to create teams if possible.
- Usually last few weeks is when a lot of interest is brought up.
- Support from faculty members will to donate time.
- Children can play as long as they pay.
- No alcohol will be sold by school, but people can purchase from facility.
- Will have soda/snacks on carts rotating from hole to hole for people to purchase.
- Posted info on face book, but no way to contact coordinators. Will post to school site on who to contact.

Discount Cards –

- Laura will be distributing those. Will be at general meeting tomorrow night and over the next couple of months for anyone to purchase.
- Sold 18 the first day.

Bonanza –

- Kim Moss chairing - already scheduled at St. Joes gym on August 10, 2013.
- Outback willing to donate already done steaks.
- Beer will be there for donations. \$5 recommended donation for beer.
- Will pass out a certain number of tickets each to be sold.

Football Raffle –

- Will be huge raffle – selling now all the way until first game.

Baseball hats –

- Currently can be ordered online.
- Flex fit style

Basketball Team (Girls/Boys)–

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- **If someone tests drive a car then \$20.00 will be donated to the team.**
- **Girls basketball team ask to do Sheetz coupons**
- **Approval fund fundraiser - Booster council agreed to keep Principle, Athletic Director and Booster President making decision on whether to move forward on any particular fundraiser vice waiting to get mass approval via Executive board meeting.**

Will a fundraising request need to be completed if someone has a Spirit night where a business donates a percentage of sale to a SMHS sports team? Yes, must be approved by Principle, Athletic Director, and Booster Club.

Is there a master fundraiser calendar so fundraising events will not be conflicting? Yes, all events posted on sight. Have dates and who to contact.

Athletic director is learning daily on what more is needed. Things still needed are:

- **Gym Scoreboards/Baseball score board – will not have Scantron screen like football**
- **Scores table – that will allow electronic graphics**
- **Rest area**
- **Baseball/Softball field – hoping school board will come through on funds.**

Board of Education Rep – stated that school does not belong to County until end of June. Once end of June, if problem then we can ask other for assistance. The contractors have already begun moving dirt for both fields. Not using turf.

Meeting Adjourned

Meeting Adjourned by President Jeff Adams at 8:20 pm