**Forest Hills Eastern Athletic Boosters  
February 21, 2024  
6:30p**

**6:32p - 7:40p  
  
AGENDA**

1) Welcome and Introductions - SW

Thank you to Amy Z. for her help with cheer competition concessions! Four joining us tonight, including the Crew Coach and three parents.

Hawk Rally 9-13

Golf Outing at Watermakr 9-23

2) Finance Update - LH

Sales about the same, with buying supplies and revenue.

30K already approved but not paid (grants).

Paid $2700 on sales tax on concession revenue.

$1500 in the hole this year with the proposed budget.

3) Concessions Update- - MJ

Getting short shelf life on Coke products - other FH booster clubs noticing as well.

3 targeted dates for sport teams going well. Push into spring already for fall coaches.

Girls basketball districts at FHE, anticipating numbers.

Talk about having a Concession Appreciation Volunteer Party - April 25 before lacrosse game. Have hotdog/hamburger/drink and candy as options.

Conor is leaving, need to be replacement. Paid position but need to be Food Safe Certified.

4) Review funding requests, if any. Discussion. Vote.  
 Finalize 2024-25 Grant schedule request timelines and publish/communicate.

One request, will look at new schedule. State Camp Regatta new order (Midwest uses same schedule) with change and smaller team size. Need more equipment. Traverse City has a 30k donation a few years ago from parent for a sister boat to what they need/want. 18K for brand new boat, but could go under 17K (have a chunk/donation), have until the end of May to pay the rest. The new boat could last 20 years with proper care and would use for both boys/girls teams. This is a 4-person boat-quad without a coxen. Looking at getting 5k from us. Tent came in under budget from their last proposal so have $1200 back into the account.

5) Finalize budget for 2024-25 Booster spend for giveaway items and member incentives, including tickets. Discussion on 2024-25 Promotional items.

Vote for approval of new spend.

Mary and Scott met with booster president from Northern and Central, we are fairly in line with them. We raise a lot more money then them. Same challenges with concessions. Northern has an auction every three years (online, no overhead) to last for 3-4 years. Talk about cohosting golf outing with the three schools. Trying to get bigger vendors to hit all three schools.

Spring Parent meeting Tuesday, March 19 - need boosters present!! Need people to volunteer for Hawk Rally and Golf Outing. Recruit for donors July 1st, but need to get a commitment in April for the July signing.

6) Finalize and approve 2024-25 FHEAB Member Levels  
 Begin creating of donor list. Prior, current & future.

Tabled for now. All sports pass? Color advertisement with roster in the middle?

6) Call for / Nominations for New Members / Volunteers - SW  
 Socialize openings (*attached*)

Tabled for now. Welcomed Sara Peterson Member at Large

1. Golf Outing – outline seven-month timeline to Watermark
2. Hawk Rally – Confirm date & outline timeline to event

6) New Business / New Opportunities - All

1. Update from FHE / FHC / FHN Booster Collaboration Check!
2. Team Representation / Communication / Participation / Requirements  
   Rowing and Dance present!
3. Booster Compliance Update (Finance) All set with banks!
4. FHE Student Boosters (Attached) (*2/22 proposal*) Scott and Mary met with Jayme B. about the information on page 4 of the packet.
5. Other

8) Items for discussion from Members / Community

9) Confirm next meeting: Thursday, March 14, 2024 Auditorium (SAOTM) JJ sent out call out to coaches for nominations to make slide show.

10) Adjournment 7:40p

**Recruiting for the following Leadership Positions**

* **FHE Athletic Boosters: Membership/Recruitment Chair**
  + A membership or recruitment officer hosts regular social events and membership drives to attract potential volunteers and permanent members.
  + Actively sources volunteers from 'feeder' schools to promote a 'pay it forward' community
* **FHE Athletic Boosters: Communication Chair**
  + Separate from the secretary, having a dedicated communications officer means putting a stronger emphasis on marketing for events, fundraisers, recruitment, as well as maintaining a large presence on social media.
* **FHE Athletic Boosters: Community Partnership Chair**
  + While the Treasurer may handle finances, fundraising as a goal throughout the year is best handled by an officer who can dedicate their time specifically to community and sponsor recruitment.
* **FHE Athletic Boosters: Golf Outing Chair**
  + Organizes the annual golf outing, securing location, dates, sponsors, participants and prizes.  Works with other Booster leads to coordinate donations and an army of volunteers.
* **FHE Athletic Boosters: Hawk Rally Chair**
  + Organizes the annual FHE Hawk Rally securing sponsors, team participants and prizes/games (if needed).  Works with other Booster leads to coordinate donations and an army of volunteers.
* **FHE Athletic Boosters: (Student Chapter Proposal)**
  + Hawk Pep Squad

**Mission**:

* + Build school spirit
  + Engage (more) of the student body
  + Elevate the student experience
  + Give back (volunteer)

**Activities:**

* + Student Announcements
  + Posters in the hallways
  + Encourage students to get involved
  + Teacher recommendations
  + Student recommendations

**Other:**

* + Leadership (Officers) Opportunities
  + T-Shirts
  + Spirit Days
  + Volunteer Opportunities (Concessions, Greeters, etc.)

Charter for the FHE Sports Marketing Club

A new student group that collaborates with the Athletic Boosters and promotes Hawk Pride

# Mission Statement

The FHE Sports Marketing Club is a student-led organization that aims to provide its members with real-world experience in sports marketing, sponsorships, and event management. The club will work closely with the Athletic Boosters to help execute sponsorships at athletic events, such as halftime half-court shots, t-shirt giveaways, and other promotions. The club will develop ideas for promotions, volunteering at athletic events, and also assist with concessions, not limited to inventory, ordering, and volunteering for FHE home athletic events. The club's goal is to instill Hawk Pride among the student body and the community, while developing valuable skills and knowledge in the field of business and sports marketing.

# Membership and Leadership

The club is open to all FHE students, grades 9-12, who have an interest in business, management, sports marketing, fundraising and the like, and are willing to be actively involved with the club's activities and responsibilities. The club will have the following leadership positions: President, Vice President, Secretary, Treasurer, and Marketing Coordinator. The club will elect its leaders annually, and each leader will have specific duties and roles. The club will also have a faculty advisor, (currently sourcing – we’ve reached out to Ms. Buchanan) who will coordinate with the Athletic Boosters to direct the club's operations and provide guidance and support.

# Meetings and Activities

The club will meet monthly to calendar, plan, and organize its activities and events. The club will also communicate regularly through email, social media, and other platforms. The club will coordinate with the Athletic Boosters to schedule and execute sponsorships and promotions at athletic events. The club will also help manage the inventory and ordering of concessions items, and recruit and train volunteers to run the concessions stands. The club will also seek to create promotions for football, basketball and other athletic events. The club will create and distribute marketing materials, such as flyers, posters, banners, and social media posts, to promote the club and the athletic events. In time, the club will also explore other opportunities to learn from and network with professionals in the sports marketing industry, such as guest speakers, field trips, and workshops. The opportunity to do ride-alongs for sponsorship/fundraising activities will also be available for those interested community development.

# Benefits and Outcomes

The club will provide its members with many benefits and outcomes, such as:

* Enhancing their resume and portfolio with relevant experience and skills in business, (sports) marketing, sponsorships & fundraising
* Developing their leadership, teamwork, communication, public speaking and problem-solving abilities
* Building their confidence, creativity, and enthusiasm
* Increasing their awareness and appreciation of the FHE athletic programs and Hawk Pride
* Establishing connections and relationships with the Athletic Boosters, the FHE staff and faculty, the FHE student body, and the local community/businesses
* Having fun and making friends with like-minded peers