



## EWA Booster Club Meeting

**Date: 04Aug2015**

### Attendees

|                                     |                  |                                     |                    |                                     |                    |
|-------------------------------------|------------------|-------------------------------------|--------------------|-------------------------------------|--------------------|
| <input checked="" type="checkbox"/> | Steve Page       | <input checked="" type="checkbox"/> | Vicki Tobin        | <input checked="" type="checkbox"/> | Diane Lind         |
| <input checked="" type="checkbox"/> | Joy Fournier     | <input checked="" type="checkbox"/> | Ali Sprouse        | <input checked="" type="checkbox"/> | Bret Bystricky     |
| <input checked="" type="checkbox"/> | Crissy Seastrunk | <input type="checkbox"/>            | Stephanie Stafford | <input type="checkbox"/>            | Amy Puryear Turner |
| <input checked="" type="checkbox"/> | Wendy Nipper     | <input type="checkbox"/>            | Pam Rose           |                                     |                    |

### Community Partners

- Wendy Nipper suggested that we approach businesses to help support PAL and Boosters; Mr. Gay does not want PAL and Boosters approaching the same companies/organizations repeatedly so this effort would prevent duplication
- Businesses would have the opportunity to select different options/events from either PAL or Boosters; different options would have varying price points that would relate to different advertising levels
- Suggestion was made to create a menu of options for companies to select from and these levels could mimic the levels of banner advertisements
- 5310 page view sin last 30 days on athletic website

### Fundraisers

- Charlotte Motor Speedway
  - The option to run a concession stand during the fall race has been presented
  - Fall races are Friday and Saturday October 9 & 10
  - Diane Lind will follow-up with the speedway to determine the requirements, number of people needed, expectations, etc.
- Frozen Pizza
  - Decision was made to pursue the Frozen pizza fundraiser for August
  - We collect the orders and they will drop it off; waiver will be required so we are not responsible for sales that are not picked up
  - Money would be collected in August/early September and then we pay them when pizzas are delivered so no money upfront is required
  - Joy will present the fundraiser to the school for approval; once approved the company will be ready to move forward
  - August 17-28, 2015 are the proposed dates for the fundraiser with a proposed pickup date of September 10, 2015
- Cookie Dough
  - Tentatively scheduled for January 2016 after winter trackout
- Dress Down Days
  - November 19, 2015
  - March 10, 2015



## EWA Booster Club Meeting

- Money has already been collected for some of the year-long passes; Wendy will follow-up with PAL to determine when the distribution of funds for this sale will occur

### Upcoming Activities

- **Zombie Run**
  - October 17<sup>th</sup> at Wendell Park; reserved from 9 am – 1 pm
  - Fee to reserve trail was \$60 in 2014
  - Will need to purchase water
- **Golf Tournament**
  - October 23<sup>rd</sup> (early release) – Zebulon Country Club
  - Historically the largest expense involved has been the food
  - Suggestion was made to combine efforts with PAL to sell spaghetti dinner plates
    - Booster club would get revenue from golf tournament and split revenue from spaghetti dinner respectively
    - PAL and Booster could sell tickets (perhaps different colors) and money would be distributed according to ticket sales

### Banner Sales

- Minimal sales in 2014
- \$150 fee is incurred to add anything to the website, per Bret
- Randy & Tonya Porteous (Router Xpress Signs) have indicated they would donate banners in exchange for volunteer time; Neuse Printing has been printing the banners in the past
- All parties agreed that if Router Xpress would provide the banners at zero cost, this was worth pursuing or investigating further
- Would be ideal to offer banner sales that would combine an online advertising option that would include a banner on the athletic website; currently at 5,310 page views over the past 30 days

### Athletics

- **Soccer**
  - Suggestion was to purchase/create banners to be displayed at soccer fields but Bret indicated most likely the banners would have to be removed after each event
  - Concessions should be removed after each event as other groups use the same facility
  - New fields are in Bailey/Middlesex; concern is for parents that cannot get to new location that is 11 miles from the school but 40 minutes from Knightdale area
  - Knightdale Station fields are not available per Tina with the Knightdale Parks and Rec
  - EWA has agreed to donate soccer goals at the end of the current relationship; Bret would like to maintain/extend the relationship for at least two years
  - Benches are needed for the teams



## EWA Booster Club Meeting

- Volleyball net system will be approximately 6-7k
- School is repairing the seams in the gym floor, providing permanent coaching marks and volleyball lines
- Center court logo estimate - \$5300; Mr. Gay did not approve but indicated the school may split the cost with Boosters; if there is not a need for a large purchase of uniforms, Booster would be willing to purchase the center court logo; Boosters would even consider covering the full amount if funds are available and no additional large purchases will be needed this year
- Softball uniforms will need to be purchased in the Spring
- MS Cross Country uniforms could benefit from being replaced; currently only take 20 runners to each match; suggestion was made to just have the students purchase their own tank or t-shirt instead of purchasing such a large number of uniforms; uniforms would not be available for this school year
- Athletic fee has increased to \$100
- Goal is to purchase athletic chairs for basketball and volleyball; Steve will research the estimate he received last year
- Meet the Coaches Night – 10Aug15
  - Bret plans to discuss the change in location for MS Soccer
- Goal will be to hold a combined athletic ceremony at the end of the year; Bret expressed that some coaches prefer to have a small ceremony at the end of each season but Boosters said it's not ideal if you have multi-sport athletes to get the recognition they deserve
- Concessions
  - First MS Home volleyball game is 24Aug15 and Home Varsity 27Aug15
  - Soccer concessions have the potential to be profitable as a result of not having eatery locations surrounding the stands
  - First soccer game is 20Aug15
  - Joy will be purchasing concessions but wants to locate the missing concession items from last year (popcorn machine, box of supplies)

### Treasurer's Report

- \$3800.10 current balance
- Steve just purchased locks for the soccer goals and that is not reflected in the balance mentioned above
- Goal is to create an Endowment fund; minimum needed to open is \$10,000
- Non-profit status is in progress; will need \$400 to complete application online; Vicki is completing this task and Steve approved the completion and the \$400 amount

### Focus Groups

- Small focus groups will be meeting along with members of the PAL Board, Boosters and other staff to discuss the important of Boosters and fundraising



## EWA Booster Club Meeting

- Meetings will be on 18Aug15 at 8:30 am & 6 pm in Eagle Hall
- Depending on attendance there may be a need to split up into small groups within the meeting to collaborate on ideas and then come back for a joint session at the end

### Goals

- Develop bylaws for Boosters
  - Bret has been told by other Athletic Directors that they require a parent from each sport to be a part of Boosters

### Actions

| Action Item  | Responsible Party | Status      |
|--|-------------------|-------------|
| Create an email for the Zombie Run based on community businesses that have expressed interest  | Wendy             | Outstanding |
| F/U with Charlotte Motor Speedway for more information on concession fundraising opportunity   | Diane             | Outstanding |
| Investigate Kohls Cares for both the Zombie Run & the Golf Tournament  | Wendy             | Outstanding |
| Confirm with PAL when money will be distributed from sales of year-long dress-down passes  | Wendy             | Outstanding |
| Obtain quote on MS Cross Country Uniforms  | Bret              | Outstanding |
| Research estimate of athletic chairs   | Steve             | Outstanding |
| Price lumber/building cost for soccer field benches  | Steve             | Outstanding |
| Obtain key to concession stands at soccer fields   | Bret              | Outstanding |
| Present Activity Forms for fundraiser dates to the Board for Cookie Dough & Zombie Run; completed pizza activity form was presented to Bret during the meeting | Steve             | Outstanding |
| Contact other Athletic Directors for access to their by-laws to be used for reference in creating a set for our Boosters                                       | Bret              | Outstanding |