

Southwest Booster Club

August 8, 2016

Minutes

Attendance:

E-Board:

President – Greg Blackbort, Vice President – Craig Ceresi, Treasurer – Ruth Chu, Secretary – Michele Baukema

Team	Name	Position
Baseball	Richard Walls	Pres
Cheerleading	Cheri Turberville Lisa Hollins	Parent Parent
Cross Country	Absent	
Football	Dave McIntosh	Concession Mgr
M Basketball	Jennifer Mitchell Rick Radford Lynn Cunningham	parent Pres/Treasurer Parent
M Golf	Absent	
M Lacrosse	Melanie Ceresi Craig Ceresi	parent President
M Soccer	Marti Hmiel	President
M/W Swimming	Donna Walton	co-president
M/W Tennis	Absent	
M/W Track	Absent	
Softball	Michele Baukema Craig Repko	Treasurer Parent
W Basketball	Tish Carter	Treasurer
W Golf	Michele Baukema	parent
W Soccer	Bob Jones Doug Black	President Treasurer
Volleyball	Jennifer Kincaid	parent
Wrestling	Tricia Lord	President

Guests – Amy Miracle – PTA representative

1. announcements & celebrations (all) – Varsity Football scrimmage v Grimsley – August 12, Jamboree@ Rockingham County 6:00 p.m. , Cheerleader competition Grasshopper stadium, August 9 doors open at 5:00...tickets \$5.00

Welcome Mr. Duggins – New principal SWGHS

2. 2015-16 Strategy (Greg)

a. Run the business

The main and secondary booster clubs are now banking at BB&T in an effort to centralize accounts, have access to online banking and for ease of transferring funds between line items. QuickBooks is being used to manage accounts and reconcile monthly activity for secondary clubs with their own bank account.

b. Collaborate – work together to promote all athletics at SWGHS

c. Visibility – Each club released an annual report in an effort to be more transparent to students, staff, parents and the community. During main booster meetings clubs were encouraged to share successes in fundraising and increasing parental involvement.

3. 2016-17 Strategy (Greg)

a. Run the business

- Tax exempt – save receipts and scan and attach to QuickBooks records to receive a refund of state taxes. Contact Ruth Chu for details if your treasurer needs guidance on how to do this. Treasurers and presidents may also request a scanned copy of the 501c3 documentation for use with vendors. Treasurers have reconciled their books for year ending 7/31/16. Treasurers are reminded to reconcile their accounts monthly.

- By-laws – By-laws were updated and distributed to members for review. Bylaws will be voted on at the next booster meeting on 9/12/16

- Board of Directors – two positions have been added to the board – Fundraising/volunteer coordinator/marketing and membership chair. Both position still need to be filled.

b. Measurements and recognitions of success (Greg)

Throughout the year we will review and measure how we are doing as a club re: fundraising goals, marketing our programs, parent involvement, impact of how money is spent, student recognition, etc.

c. Revenue & Profitability (Craig)

2015/1016 revenue was \$220,000. Our goal for 16/17 is to make it easier to raise money and profitability for all clubs. Clubs are asked to notify the main board of fundraising activity and submit a quick blurb to Craig about their fundraiser if they would like it posted on website/twitter/Facebook.

Through the new board position of marketing chair the goal is to find new revenue streams by engaging the surrounding community.

4. Run the business

a. Secretary report (Michele)

June 6 and August 1 (board of director's mtg) minutes will be voted on 9/12

All secondary booster club officers must be booster club members. Membership is \$50.00/pp. Membership is due now.

Booster club presidents are required to attend monthly main booster club meetings. If you cannot attend, please send a representative. Please sign in for each meeting.

Website will list main booster club officers and contact information.

b. Membership Report (Mary)

Mary and Jeff Manson are stepping down from this position. Members are encourage to recruit for this position. Please notify Craig if you have a recommendation.

c. Treasurers Report (Ruth)

Ruth reviewed the Year-end report and goals for 2017 – see attached financial report.

Swim team – deposit donation of \$630.00 – deposit needs to be moved from main booster to swim.

Cheerleading requested payment of \$2800.00 for Choreography services and \$560.00 for hair bows

5. Measures & recognitions of success

a. AD report (Coach Christman) – Best year for athletics at Southwest in 19 years – coach recapped the year

16/17 is the last year for 4A level play, beginning 17/18 year SWGHS will be 3A.

Fair play – fall sport 8/9 @ 6:30

Friday – picture day cheer, football, m. soccer @ 12:30

Stadium clean up 8/13 @ 9:00 a.m. Football boosters coordinating

Freshman orientation – 8/22 (no practice for freshman)

Open house – 8/7/16 @ 6:30p.m.

b. Coaches are encouraged to attend booster meetings

c. Examples of visibility Increases – Record walls have been placed on the wall in the gym and Baseball created a sponsorship wall on outside of concession stand by their field. Updating record walls is one way of increasing our visibility to students and community involvement.

d. Team annual reports must be submitted 30 days after season ends and budgets created for the upcoming year.

6. Revenue & profitability Growth (Craig)

a. Social Media - Follow athletics on twitter and Facebook

Web-based sales - Fan shop is available on the website and will be available all year. Action Engravers is the vendor, 90% of profits go back to Booster Club. Items will have a 2 day turn around.

b. Team Collaboration – Football, Men’s Soccer and Volleyball are teaming up to fundraise for Pink Out Cancer. T-shirts are \$10.00/each. Pre-order are being taken now. See Mrs. Himel. Pink Out T-shirts are permitted to be worn every Friday in October.

c. Item Profitability ideas –

d. VP Marketing Position – Open

e. Capital Fund Staffing –Open

Each team is asked to recommend 1 person from their team to serve on the capital campaign committee

f. Reverse Raffle –Saturday, March 25th

Tickets – 300 tickets for pre-sale \$100.00 per ticket, \$30.00 dinner only ticket, each team member is asked to sell 1 ticket – see individual booster club for tickets

Committee being formed for planning

Treasurers of secondary clubs will collect monies at event re: ticket sales, reverse raffle.

Individual teams that submit a silent auction item will collect monies for their auction items.

g. Football concessions

Football boosters have decided to staff their own concession for home games. Boosters will evaluate if they are able to run and staff for the remainder of the season after the first home varsity football game. If they are unable to continuing staffing, other teams will have the opportunity to staff the varsity game concession and receive 25% of the net profits that night.

Cheerleading – requested that football boosters consider giving cheerleading the first right of refusal for game as they have limited fundraising opportunities and have the longest continuous season.

New Business

Christman – purchasing speakers for the visitor’s side to enhance sound; capital or maintenance fund to cover – Greg will look into which fund to take it from.

Old Business

Old gym repairs - Christman will work with Coach Shavers to get repairs done before Sheetz Tournament in December 2016