

PVI ABC BOARD MEETING MINUTES

Date: October 15, 2018

Presider: Kim Perry, President

The Athletic Booster Club (ABC) Officers in attendance were:

Kim Perry, President and Team Reps
Jim Holler, Membership
Stacy Harms, Special Events
Carrie McAteer, Banners and Fundraising
Chris Cecka, Communications
Billy Emerson, Athletic Director

President's Report (Kim Perry)

Kim Perry welcomed everyone to the meeting

Old Business:

- New table for the Panther Pause has not yet been purchased. Expect to make the approximate \$300 purchase in the near future.
- Also working on the potential sale of a used and underutilized freezer.
- The athletic department decided not to pursue new bus drivers for practice buses. Billy Emerson recognizes that the issue with lack of busses and drivers for practices is a short term concern related to the Fairfax campus. The Loudon facility will not present the same issues with most of the teams being able to have practices on campus. We will make the best of the situation in Fairfax.
- Little feedback from the General Meeting held in September

Membership Director Report (Jim Holler)

Jim provided the Board with summary of our membership drive to date. To date we have 139 members with donations of \$34,585. The Board was hoping to have generated more memberships at this time but believes that the homecoming game scheduled for October 19th will help bring in additional members. See table below for current team allocations. Distribution of allocations to each team should begin at the end of October and again in January.

Team Allocations		
<u>Team</u>	<u>No.</u>	<u>\$ Amount</u>
Football	26	\$ 3,300
Girls Volleyball	19	\$ 1,538
Cross Country	14	\$ 1,442
Boys Basketball	8	\$ 1,175
Baseball	14	\$ 1,068
Girls Basketball	8	\$ 963
Dance	11	\$ 850
Girls Lacrosse	10	\$ 684
Girls Soccer	5	\$ 650
Field Hockey	10	\$ 646
Boys Lacrosse	5	\$ 600
Options	6	\$ 492
Cheerleading	5	\$ 463
Boys Soccer	4	\$ 459
Swim & Dive	5	\$ 425
Softball	6	\$ 400
Ice Hockey	2	\$ 400
Wrestling	4	\$ 275
Tennis	4	\$ 238
Track & Field	8	\$ 217
Golf	1	\$ 125
Total	175	\$ 16,407

- There are three new banner sales for this year including Metro Installation, McLean Mortgage and Stanley Martin. Three renewals include Atlantic Floors, the Fox Family and Sekon. Remind coaches about discount renewal prices.
- Some Banners waiting for renewal: iDriveSmart and Trinity. All others will be taken down before November 1.
- The remaining swag is set for delivery on Thursday October 18th.
- Homecoming football game on October 19th.
- Last regular season game scheduled for 2 November.

Fundraising Report (Carrie McAteer)

Discussion about fundraising ideas:

- A coach spoke with Kim about ideas other than banners for fundraising. The board is amenable to listening to other ideas; however, banners are a significant fundraising/advertising mechanism at this time.
- Kim started a discussion about bundling media guide advertising and banners together. Billy suggested that we do not get involved with the media guides as they are the main source of income for most teams.
- Dolce Vita fundraising opportunity on October 18th. Coaches are tweeting the event, Kim sent e-mail reminders to coaches and reps on Monday, Jim to send a message to all ABC members on Wednesday.

Special Events Report (Stacy Harms)

Casino Night

- Scheduled for Saturday, December 8, 2018 from 7-11 pm at the Vienna Fire Hall
- Theme for the event may be "Santa does Vegas" or just "Second Annual Christmas Casino Night".
- Stacy will be creating a flier for distribution and website posting.
- Early bird registration will begin at the beginning of November and end on "Black Friday" (-\$10 off registration fee) 11/23
- Prices for tickets:
 - \$50 per individual
 - \$80 per couple
 - \$40 per individual – Early Bird
 - \$70 per couple – Early Bird
 - Coaches and Staff Discount rate-will provide
 - \$40 per person for spouse of Coach or Staff
- Stacy booked the DJ. Same person from the Corn Hole tournament
- Stacy will be researching food for the event. Considering heavy hors d'oeuvres from Dolce Vita
- The ABC will be using a new gaming company this year. The new company is suggesting that the ABC get sponsors for each table thereby defraying the cost. Future discussion on table sponsors will occur at the November meeting.
- Wine and beer will be served at the event. Kegs may be better option than bottles. Open bar.
- Stacy and Carrie will work together to get baskets from each sports team to donate for Silent Auction. Once again, 50% of the highest bid will be donated back to that team

- Kim has obtained the services of two bartenders for the event which is similar to the 2017 Casino Night.
- There will not be a photo booth this year.
- There will be an “Ugly Sweater” contest and a prize for the team with the basket generating the highest bid.
- Discussion on decorations and the desire to keep them limited -Christmas theme
- Conversation about a charity drive as part of the event. Coats, gloves, scarves, hats, etc.
- Jim will send a message to ABC members before the end of October to make them aware of the event.
- Stacy to begin action plan for the week before and leading up to the event.

Other

- Open House is scheduled for October 28th from 1pm to 4pm. The ABC Board will staff a table during those hours.
- Starting to create a plan for ABC Board representation at basketball games this season. The season starts at the end of November so no decisions were made at this time.
- Next Board meeting is scheduled for November 14th.
- Next General Membership Meeting is scheduled for December 4th in the Senior cafeteria.
- Billy will facilitate a meeting with Kate A. in January to begin discussions on targeted fund raising for the new campus.