

PVI ABC GENERAL MEETING MINUTES

Date: May 17, 2017
Presider: Kim Perry, President

The Booster Club Officers in attendance were:

Kim Perry, President
Jim Holler, Membership
Courtne Cho, Special Events
Shelly Costello, Team Representative
Tracy Perry, Communications
Robert Thibodeau, Fundraising

The Coaches/Team Reps in attendance were:

Coach G-Football
Stephanie Cramer-Cheer
Anne Sullivan-Girls Soccer
James Stegmaier-Golf
Tony Conques-Girls Basketball
Kate Thompson-Tennis
Chuck LaPorte-Boys Soccer
Mike Eastman-Wrestling
Bob Brofft-Swim & Dive
Eileen Hildbold-Softball
John Kiefer-Boys Soccer
Mike Loftus-Options/Special Olympics
Amy McConville-Field Hockey
Teresa Paquette-Cross Country
Glenn Farello-Boys Basketball
Ken Kuberski-AD Office/Baseball
Kim Perry-Boys Lacrosse

Welcome from the President (Kim Perry)

Kim welcomed everyone to the meeting and announced this was the last meeting of the academic year. She thanked everyone for supporting the Booster Club Board and reminded everyone that we are here to support your teams and we need your support. "Help us help you"

Communications Chair Report (Tracy Perry)

Tracy introduced all of the Board members and gave a short review of each chairperson's responsibilities. Robert Thibodeau is stepping down from his fundraising chairperson position and the board thanked him for his many years of service to the Booster Club.

Special Events/Team Rep Reports (Courtne Cho and Shelly Costello)

Courtne and Shelly recapped Casino Night and thanked all of the teams who donated baskets. The following teams donated baskets: Baseball (V & JV), Girls Basketball, Cheer, Cross Country (boys and girls), Dance, Football, Golf, Hockey, Girls Lacrosse, Boys Lacrosse, Options, Softball (JV & V), Swim and Dive, Tennis, Volleyball and Mrs. Colwell. Four teams did not participate in the basket auction: Boys Basketball, Field Hockey, Track and Wrestling)

Total revenue from Casino Night was approximately \$6700 including the basket revenue of approximately \$4400. The primary purpose of Casino Night was to generate excitement and raise awareness for the Booster Club and was not designed raise revenue.

Feedback was overwhelmingly positive in spite of a lighter than anticipated turn out. A suggestion was made to require every coach to attend next year and communicate with his or her teams/encourage to attend. Alumni were also not informed of Casino Night and a suggestion was made to address this issue in the future.

President's Report (Kim Perry)

Kim presented ideas for 2017-2018 fundraising. The Gala is planned for Spring 2018 so Casino Night would have to be held in the fall of 2017. Homecoming is scheduled for 10/6/17. General feedback was to try and have it in the fall as a "membership drive" since the momentum is established for the event and having it every other year would halt the program's success. If Casino Night is not held in the fall, a suggestion was made to have some other event (Sock Hop, 80's Night) to continue promoting the Booster Club.

Other fundraising ideas suggested for the Fall 2017 were: a Golf Tournament at CCF, ICC or Westfields, Karaoke Night or a Fun Run. Wrestling and track offered to help with the Fun Run. Track and Field would also be approached for their assistance if the event were held.

Team fund raising opportunities were also discussed. There are a number of ways teams can generate funds: concessions, snack-in-pac, banner sales, bake sales, car washes, Krispy Kreme donuts and media guides.

Membership Report (Jim Holler)

Jim discussed ways to increase membership by reviewing current and proposed incentives.

The current incentive levels are:

- Panther (\$50=1 shirt and 1 car magnet)

- Silver (\$150=1 pass, 1 shirt and 1 car magnet)
- Gold (\$300=2 passes, 2 shirts, 1 stadium seat and 1 car magnet)
- Diamond (\$500=4 passes, 4 shirts, 2 stadium seats and 2 car magnets)

Possible changes to the incentive level items include:

- UA tee shirt (dry fit)
- ¼ zip jacket
- Umbrella
- Seat cushion
- Blanket
- iphone case
- “Booster Club” apparel to members and/or sell at football and basketball games
- Booster “VIP” line at basketball games

Other ideas to increase awareness and membership from the team reps and coaches were:

- Include a Booster Club presentation at each team parent meeting (coach or Booster Club board member present)
- Increase membership drive awareness at biggest sports events (football, basketball and soccer)
- Publicize “3” specific examples of how the Booster Club assists teams outside of the athletic department budget to gain support from families.
- Make membership for a calendar rather than academic year
- Establish a social media presence (team of the month/athlete of the week)
- Reach out to current/past members to renew or upgrade their membership
- Have a giveaway at each sporting event to the first 100 members.
- Provide tri-fold handout at each major home sporting event explaining “Boosters”

ABC Board Elections (Kim Perry)

Kim made a motion to vote on the new Board Members for the 2017-2018 Academic Year. There is an opening on the Board for a Fundraising Chairperson so any interested parties should contact Kim Perry, President for information. The elected Board for next year is: Kim Perry, President; Tracy Perry, Communications; Jim Holler, Membership; Courtne Cho, Special Events, Shelly Costello, Team Reps; Fundraising (open).

After next year, we will have at least two more open positions (Tracy and Shelly will be leaving when their last child graduates in 2018). If anyone is interested in learning about their jobs, they are welcome to shadow now!

Coaches/Reps Feedback (Kim Perry)

- The head coach must make financial report requests for each team to Billy Emerson.
- VI Man promotion at other sporting events is run through Student Affairs and is not part of the Athletic Department.
- Booster Club promotion at other sports outside of big-ticket events and also assist in creating student support. (Volleyball, Tennis etc.)
- Establish an opportunity for members who have no students in the school to receive/purchase their game tickets if tickets are not sold at the door.
- Offer passes to the Alumni community.
- Explain the guidelines associated with the passes in a clear and concise manner.
- Attach a "Need to Know" Booster Pass Guideline handout when passes are distributed.
- Girls Basketball games may soon follow pass guidelines similar to Boys Basketball for high profile games. (St. John's)