

## REP MEETING 10/3

ATTENDANCE: Jenny Shiblaq, Laurie Whiteland, Steve Jeffrey, Steve Nimmo, Dixie Florio, Jackie Klein, Lou Cesario, Mike Williams, Doris Kwok, Katherine

CALL TO ORDER: 7:01

APPROVAL OF MEETING MINUTES FROM 9/12

### FUNDRAISING - S JEFFREY

- Ad sales will continue through rest of year
- Push for fall is done
- Will have another in the winter and spring

### COMMUNICATIONS - S.NIMMO

- Website is getting more hits
- Most teams are using the website for posting news
- Newsletter went out over the weekend 50% open rate
- Teams using website and social media to advertise team campaigns
- Meat sale oct 15/16

### TEAM REP DIRECTOR - D. FLORIO

- Remodeling our fall/winter/spring team meetings
- Workshop with team managers to train them on communications and fundraising so they are better equipped on how to fundraise for their own teams
- Redefining the terms of "team mom" be a team manager and helping them delegate and get a team of volunteers on each team.
- Increasing social aspect on the teams to give the athletes and families a sense of community on their team

### TREASURER: L. WHITELAND

- Monthly reports will be sent to Lou Cesario and distributed to each coach and team rep
- Get a better look on where each team stands on fundraising and team balances
- Laurie comes to campus on Thursdays to pick up check requests and deposits
- Going forward she will have P/L and Budget info at each General Meeting

### PRINCIPAL'S REPORT: M WILLIAMS

- PSAT Prep coming up October 19th
- Homecoming skits next Tuesday 10/11 starts at 5:00 pm
- Parents can buy tickets 10/4
- Homecoming game Friday 10/14
- Dance 10/15

Intro of Student Rep: Katherine Deleveaux

- Focusing on increasing the student athlete presence on our social media sites

How to conduct Winter/Spring Sports Meetings - Dixie Florio

- Changing rep meeting to more of a workshop to leverage boosters and what we can do for each team.

- Coaches, reps, managers and boosters all working together under AD to help each team and program

#### Payback of Athletic Pass Amount to go back to AVHS

- Instead of paying a % per membership, boosters will look to pay the shortfall that the athletic department needs to cover expenses (officials, trainer, transportation, awards, sub coverage for coaches, field maintenance, ncs dues)

#### Athletic Trainer

- New agreement
- AVHS is in a contract thru Children's Hospital with Diane as their employee
- She is now contracted thru them, part of the contract is a reduction in hours
- There are some other trade offs with the contact that are still being worked out
- Cost of trainer has gone from \$60K to ~ \$40K

#### Athletic Registration Shortfall

- Board trying to grow Athletic Registration (A/R)
- A/R Covers coaches stipends, transportation (must haves)
- Started advertising where each team stands on A/R, at time we were at 50%
- That push boosted A/R to 72%
- Our goal is to take them to 90% and above
- Working on capturing more A/R during team meeting
- Making another push for fall sports and will start new for winter/spring

#### Purple & Gold

- Last meeting we decided to bring back
- Crab feed? Possible Fall Event after Pigskin
- March the admin, friends of music and ptsa working with boosters on a cultural event at the stadium to build community

#### Snack Bar

- Health department
- Need to clean and sanitize snack bar area based on health department requests
- Put a snack bar protocol in for cleaning
- Consult Matt Mendenhall

#### Scholarship Committee

- formed a committee to look at our process and approach

#### New Business

Sports Programs will be out this Friday. Distribution Monday/Tuesday next week

Monthly Newsletter # Your Game is header for Boosters Communications

Send Sep constant contact to team reps and managers re boosters meetings.