

## AVHS BOOSTERS EXEC MEETING 11/7

Attendants: Jenny Shiblaq, Steven Jeffrey, Mike Brendal, Steve Nimmo, Laurie Whiteland, Jackie Klein, Dixie Florio, Sandy Urquart, Doris Kwok, Mike Williams

CALL TO ORDER 6:02

APPROVAL OF MINUTES FROM 10/3 MEETING

### WINTER SPORTS MEETING

- Dixie has met and talked with many sports managers
- Getting everyone on board for new direction of board
- Need a plan for meeting 11/14
- Lou willing to go to each classroom to speak to each team sport to streamline process
- Teams should be formed before parent meeting, meetings may be shorter
- Go as a team (Mike, Doris & Lou plus one Booster Board Rep)
- Available reps: Mike, Jenny, Laurie, Jackie, Dixie, Steve
- Team Managers should talk about ad sales, website, collecting money

### Battle of the Bands

- Volunteers needed
- Library to benefit from money raised
- Converting to student centered space
- Getting rid of some book stacks and research materials that no longer used
- Collaboration space
- "Hub" open environment
- Parent groups coming together, PTSA- Friends of music - boosters
- Each group having a food station
- Saturday March 25th - culmination of diversity week

Purple & Gold - Crab Feed

## AVHS BOOSTER REP MEETING 11/7

### WINTER SPORTS PARENT MEETING

- teams will go straight to rooms and get info from coach
- Athletic/School staff and boosters will be present to help spread new message of team building
- Parents will be able to pay fees for athletic registration and also boosters memberships and donations

### STUDENT REPRESENTATIVE

- email reps need some direction about what to be posting on social media

### BATTLE OF THE BANDS

- March 25th, end of diversity week at school
- Boosters, PTSA, Friends of Music
- Community builder
- Proceeds to benefit AVHS Library
- Making library more 21st century, collaborative, technology-based atmosphere
- Need 2 volunteers to help coordinate for boosters
- First meeting week of Dec 5-12th

### Purple/Gold - Crab Feed

- March 4 Senior Center
- Need volunteers
- baskets from each team
- online auction

### Fundraising

- Safeway escrip program is gone
- athletic registration has gone down from year to year
- need some new ideas for fundraising
- reach out to Vitality Bowl, Jersey Mike's to deliver food items
- front office looking to move lunch drop off to different location
- idonation from escrip

### Communications

- 9K webviews every month
- Website can be used by each team to post videos, photos,
- need to get Winter Sports sites up and populated
- using our own website instead of snapraise for each team to raise money
- each team will be able to capture over 90% of money raised
- operated thru future fund, athletes share url
- continue to use newsletter thru constant contact and website

- begin to phase constant contact out and use only website
- focused direct communication
- facebook is primary social media traffic
- working with student reps for ideas for twitter and instagram
- Cheer using website for campaigns and events

#### Treasurer

- Laurie has income statements for each team
- Cheer raised over 14K in Ads
- Girls Volleyball and Football did well in sales as well
- Laurie writing another grant
- Ad sales and personal ads for Sports Booklet big way to raise money for team
- Sports Book will change for Winter and Spring, available each season

#### Scholarship Committee

- review and revise scholarship process
- add 2 year boosters membership as requirement

Motion - Steve Nimmo to add 2 years boosters membership as requirement

Second - Ken Manu

Vote: All For

- 10k scholarships given each year
- Community of Character applications for scholarship due Monday 11/14  
1 foothill, 1 Amador
- [www.communityofcharacter.org](http://www.communityofcharacter.org)

#### New Business:

- Cheer Comp 1st place in USA Regional...CONGRATS
- Winter sports try outs going on currently
- Need flags needed for football stadium

Meeting adjourned 8:02