

2017-18 Booster Club Minutes (5)

Booster Club Meeting, Tuesday, May 15th, 2018 – 7:00pm

Board Attendance:

Jay St. Pierre (President, Voting Officer)

Heather Vincent (Vice-President, Voting Officer)

Sandi St. Pierre (Treasurer, Voting Officer)

Sarah Limon (Team-Reps, Voting Officer)

Jeff Wilkinson (Activities, Voting Officer)

Pam Kelly (Secretary, Voting Officer)

Stacey Curtis (Fundraising Chair, Voting Officer)

Jeff Malloy (Athletic Department Rep, Non-Voting Director)

Meeting began at 7:01pm and ended 8:25pm

Jay St. Pierre, Booster Club Board President called the 5th Booster Club Meeting to order at 7:01pm. He asked for a motion to approve the Minutes from the last Booster Club Board Meeting on March 20th, 2018. Pam Kelly, Secretary was unable to make the March 20th meeting; Stacey Curtis took notes at that meeting, Thank You Stacey! – And they will be available at the meeting on June 6th.

The Agenda for tonight's meeting was approved.

Heather Vincent, Vice President stated that things are “coming full circle”, looking forward to “getting everyone on board” and that she was excited to hear from Stacey regarding the trajectory of the One School Fundraiser. Heather also asked if we were all set for tomorrow's Athletic Awards.

Jeff Malloy said that if it rains, tables would be set up in the gym. A bit of scrambling because 2 food vendors had canceled, but that he had secured a backup and the other vendors Cilantro and Soup to Nuts would be coming.

Jay asked about the agenda for the Athletic Awards. Jeff said that dinner was to begin at 5:30pm and that the coaches had submitted their seasons highlights and there would be a slideshow with all teams represented, and that you could capture the slides with the QR code on the back of the schedule card. The general session would begin at 6:45pm. Jeff said that there would be info about what the Booster Club does and what we have done. At 7:15pm the teams would disperse to the designated areas for 20 minute windows to receive certificates and other recognitions from their coaches.

Heather Vincent asked about the Treasurer Report acknowledging that this was a transition year and asked if the requests for funding came from the list of options

for funding and should this be private? Maybe this point could be elaborated on, not sure if I took proper notes in recording exactly what was said. (Pam Kelly)

Jeff Malloy said that the extras were not able to be accommodated in the budget and that there is a list of unfunded items. Jeff confirmed that they would be getting a tent. Jeff Wilkinson said that he would be able to help with the printing of the tents. Jeff said they have until June 30 to use the money remaining in the budget.

Jeff Malloy wants to use the money to make the gym look better by getting rid of old banners and replacing them with plaques. All names from all class years would appear on these plaques. There is a weathering problem with the banners, they take up too much space and they do not show past alumni.

Sandi St. Pierre, Treasurer reported on the Balance Sheet.

The process has begun to email the coaches and notify them of the One Fundraiser and to find out how much they have been raising with the fundraisers they have done in the past. We need this information in order to set a fundraising goal, and also to know what they feel has worked in the past.

Julie Berthy asked how much money was earned from the raffle and what was done with the money left over. Jeff Malloy said that all money was distributed on a percentage of participation and that the coaches could spend the money at their discretion. The monies that were not spent would roll over into next year and can only be spent with Booster Club approval.? (Jeff Malloy, did I get that right?, please correct if not)

Sandi said that all money spent would be up to voting Board members.

Dr. Hutchins restated that the Booster Club Board decides how the money from the One School Fundraiser is distributed, but that it should be a collective representation. "We don't want to look like we have a hand in the pot – it is up to the Booster Club to distribute it."

Question was brought up should we support a big project like the field house or the plaques. Something that school community can get behind. Basically a percentage would go to each team and the money would be spent according to the discretion of the coach. It is thought that the money will be dispersed equitably based on the participation in the fundraiser. A system would be put in place to deal with students that play multiple sports.

Jeff Malloy stated that the school's Athletic Budget pays for most everything that the teams need. Questions were raised about travel and buses. Malloy answered that he has a formula that he has used to figure out the expenses regarding bus travel; Usually \$1.50 a mile and \$15 an hour for the driver. They rarely use charter buses because they are expensive and not necessarily safer, also they can be difficult to

reserve. There are lots of positives and negatives when choosing the travel options and usually the safest option is to use the school's buses that all have seat belts.

Heather asked how do we proceed? Jay said it would be important for the person giving to designate how they want to give, meaning they can choose which sport they want to donate to.

Stacey Curtis took the floor to talk about her ideas about the One School Fundraiser. She began by telling all attendees at the meeting about her background in fundraising at Oak Hall. She started the school carnival 10 years ago and it grew from earning \$2,000 to \$20,000 over the years. A big part of that was the Eagle Package that people thought would not work and it has been incredibly successful. She talked about the Gala (Parent's Prom) and how some years it was well attended and some years it was not. She said it was important that we avoid the months of January and February because those are busy months for Gainesville fundraisers that we would not want to compete with. She suggested we look at a March date, and that this would be a good time because this is normally when the Mulch fundraiser has been. Jeff Malloy said that March 1-3 would be the best weekend. Stacey asked about March 15-17th.

She said that The Thomas Center has been in the past a good location for a Gala or evening event. It is reasonable to rent, just need to obtain an alcohol permit.

Stacey laid out the fundamentals of the One School Fundraiser:

First we need to know our purpose? What is our Purpose? To bring everyone together to support our cause which is Oak Hall School Athletics. Why? Because our kids are involved in sports and we want to raise money to support the Athletics at our school.

Our Goal is to determine the amount of money we need to raise. What have other teams raised in the past? We need a historical perspective of what they have done so that we can do more. Our goal is to raise more money than we have in the past. Mulch has raised \$15,000 - \$18,000 in the past.

If every team participates in one activity and everyone participates and we touch one more person than we have touched before, then we will double our income.

So we need to figure out what we want to do: Some ideas are:

Friday: Kick-off Party

"This will only be as successful if we are all in this together. Everyone needs to be excited and buy in." (Stacey)

Decisions to be made: offsite? (sell alcohol), onsite? (no alcohol)

Suggestion for Friday night kick-off would be a Burger & Brew

Saturday: Mulch Madness (continue because of its success) Saturday morning delivery

Saturday afternoon: (on school grounds) do a Fun Run with activities, obstacle course, utilize the entire campus, make teams, teams would pay money to participate.

Car Wash – at school, we have 600 families, we all have at least one, maybe 2 or 3 cars per family. While some kids and families are delivering mulch other kids families can be washing the cars.

Saturday night: end with a Gala Dinner or Sock Hop in the gym.

We could set up babysitting so kids can get dropped off, eat pizza, watch a movie, the kids would be separated by age so that the movie would be appropriate, etc.

Basketball Bracket: combine with March Madness. This would need to be figured out, but school would keep 50%.

Golf Event Sunday event to wrap things up?

Looking to get the “biggest bang for our buck” (Stacey), go with a variety of options. Not everyone will be able or want to participate in everything, but we want them to feel like they are getting something for their money.

We want to open this up to other families in our community:
Appeal to future parents, former parents, our past sponsors, look for new sponsorship...

Dr. Hutchins suggested that a 5K has worked well at his former school and also raffle tickets to win free tuition. Beer & Brew (Bubble Bingo) for tuition.

Other suggestions: Premier parking space, silent auction

Coach DiBernardo suggested that we expand beyond our campus by using social media to share video and sell raffle tickets to family members across the country.

A suggestion was made to have alumni calling other alumni. Jeff Malloy said that alums are coming back to the school at record numbers, and the school would like for alumni to come and participate.

Dr. Hutchins brought up use of new technology of sending push notifications straight to people’s phones.

Stacey said that what we need to do is get information from each sports team first to see what they have raised in the past. Jay asked how good is the information that Jeff Malloy has on this?

Question about do we want to have stated objectives, for example a big ticket item that we are fundraising for?

We will get together for another meeting to address these suggestions, questions and begin to formulate a plan of action. We will decide on a weekend in the month of March. Possibly March 1-3 or March 15-17. We will come up with a formula for how the money will be distributed. Would teams have a max amount that they would get and then spill over go into a general athletic fund that would help with donations for kids and families that need a little extra help?

The next meeting will be held on June 6th at 7pm.

The meeting was adjourned at 8:25pm.