

**Northern High School
Boys' Soccer Booster Meeting
May 14, 2018 7:00pm
High School Cafeteria**

Attendees: Laura Lutz, Erin Seltzer, Diane Skinnell, Jen Speck, Cynthia Wells
Guest: Kyle Shoemaker, Great American Opportunities

Call to Order - Meeting Called to Order at 7:00 p.m.

Minutes from April 9th meeting: Minutes reviewed. Erin Seltzer moved; Jen Speck seconded. Minutes affirmed.

Treasurer's Report: No new activity at this time; Erin is looking into online-statements; annual report will be due in June.

Athletic Director's Comments: Nothing at this time.

Coaches' Comments: Nothing at this time.

Business:

Updates

- A. **Middle School Team Outreach (Drawstring Bags).** Middle school bags have been completed and will be delivered to Coach Neiderer to give out for final game. Bags are embroidered 1-31 coinciding with team number. Bags were ordered through Artistic Imprints; total cost was \$271. A notecard inside says "Congratulations on a great season. Northern High School Boys Soccer Boosters".
- B. **Retired Pants and Jacket.** 6 players have ordered to date.
- C. **Sheetz Support Request.** We received word that our request for \$500 from Sheetz was not approved. Encouraged to revisit request in the future.

New Business

- A. **Fundraising (Guest, Kyle Shoemaker, Great American Fundraising).** Cynthia Wells shared that Great American Fundraising met with the Girls Soccer Boosters in April, and that there is interest in potentially collaborating on a soccer-related fundraiser. Kyle Shoemaker provided an overview of opportunities for fundraising, and shared several samples with us (Tumblers, Virginia Diner Nuts, Cheerful Candles, Ashton Farms Nuts/Chocolate, . Kyle has worked with the Middle School and also the Music Boosters in recent years. He highlighted two leading fundraising options:
 - 1. **Discount Cards.** Kyle is creating a discount card. Two options. A \$10 card with rip off key tag — \$5/card profit. \$20 card with seven 1-time use discounts plus tradition card — \$10/card profit. Cards run for 18 months, no minimum on non-custom card. We create a wish list of preferred merchants. Great American negotiates and places top 7 on front and 12-18 vendors on back of card.

2. 59 minute fundraiser. Players come to event (maybe after practice or in lieu of practice) with a list of 20-30 friends/relatives and their contact information as well as a cell phone; players provided a text message that they can send (to make it easier) so that their contacts can then call back and order items within the 59 minutes. Goal is for each player to sell 10 items within the 59 minute window; can have a competition; GAO supplies prizes; can do the 59 minute fundraiser alone or 59 minute fundraiser in addition to 2 week window for sales. All items 40% profit margin.

After Kyle left, Boosters discussed interest in program. Since we committed to Calloway in February, the Discount Cards through GAO are not an option for 2018 but worth considering for the future. There is interest in the 59 minute fundraiser, especially if it's a fun, lively event that doubles as team building. Suggestion made to have a very engaging host to keep event lively.

- B. **Reminder Fall 2018 Parent Meeting** – Thursday, May 31st at 7:00 p.m. in NHS Cafeteria.
- C. **Discussion regarding next Boosters meeting** – decided to schedule in conjunction with 5/31 parent meeting and not have a June meeting.
- D. **Motion to adjourn at 7:50.** Jen Speck 1st. Diane Skinnell seconded.

Booster Club Goals, 2018 Season

- 1. *Support Team Development* – support attendance for team camp, regular get-togethers like post- tryouts, mid-season meal, post season restaurant and celebrating “little wins”.
- 2. *Nurture Team Identity* – purchase warm up jackets and pants, purchase short sleeve warmups that player's keep, create new logo, in collaboration with Gaz.
- 3. *Increase Volunteer Base* - invite middle school parents to Booster club meetings; increase written communication to all parents.
- 4. *Build Collaborations with MS and DASC programs* – work with Seth and girls' soccer team in doing some clinics for little kids, volunteer players, support middle school team

Upcoming Meetings

Thursday, May 31st at 8:00 p.m (immediately following parent meeting) in NHS Cafeteria
No June Meeting