

SouthLake Christian Academy Eagle Booster Club

Executive Board Meeting Minutes

Date: May 7, 2026

Time: 7:00 AM

Location: The Gathering House

I. Call to Order

The meeting was called to order at 7:00 AM.

Opening prayer and roll call were completed. A quorum was confirmed present.

II. Approval of Prior Meeting Minutes

The April 30, 2026 Executive Board Meeting Minutes were reviewed.

The minutes were approved as presented without amendment.

III. Operational Readiness Update

The Board reviewed current operational status and confirmed that key communication initiatives are in motion.

The following communications rollout was confirmed:

- May 8 – Eagle Club Wrap-Up and Annual Meeting Announcement
- May 11 – Coaches Communication regarding Coordinator roles
- May 13 – Membership Communication regarding Coordinator roles

Awards programs, including Golden Eagle Scholarship and Coach of the Year, were finalized and are currently being communicated.

Board staffing is confirmed complete.

IV. Financial & Operational Infrastructure

The Board reviewed the current use of two Square terminals tied to the Eagle Club account.

Ashley Williams and Randi have been managing concessions-related revenue and expenses through these systems.

The Board identified the need for:

- Training on Square terminal usage
- Transition planning related to separation from School Finance
- Integration of Treasurer (Don Eberhart) and future Concessions Coordinator into financial tracking processes

The Board discussed exploration of a credit/debit card solution, potentially utilizing Divvy through Bill.com.

Follow-up will occur once coordination with School Finance resumes.

V. Coordinator Model Implementation

The Board confirmed alignment on the rollout of Coordinator roles with no modifications required.

Recruitment communications are moving forward as scheduled.

The Board agreed that Coordinators should ideally serve a minimum commitment of one year to ensure continuity and stability.

Recruitment will continue to focus on engagement from existing Eagle Club membership.

VI. Membership Packages (2026–2027)

Ashley Williams and Katie Downes were confirmed as owners of the 2026–2027 Membership Package development.

The Board established a target to present a strong draft for review at the May 28 meeting.

A new Alumni Membership level was introduced for consideration at an approximate price point of \$50.

The Board reviewed prior membership participation levels (~60 members) and set an internal goal to approximately double membership for the upcoming year.

Membership strategy will align with broader objectives of increasing engagement and community participation.

VII. Eagle Club Membership Meetings

The Board confirmed the annual schedule for Eagle Club Membership Meetings:

- May 19, 2026 (Year-End Wrap-Up)
- August 19, 2026 (Season Kick-Off)
- November 4, 2026
- February 10, 2027

All meetings will be held at 7:00 PM in the Worship Center.

The August meeting will serve as the primary kickoff for the athletic year and is expected to include updates on major initiatives such as ESPYs.

Meetings will include updates on initiatives, financial performance, and community engagement efforts.

VIII. Advertising & Sponsorship Program

The Board reviewed the status of the transition of the Advertising and Sponsorship program from prior management.

It was confirmed that the Turf United scoreboard placement is currently available.

Brad (Denver Dumpster / Crown) was identified as a potential sponsor.

Scoreboard-related items were discussed:

- Repaint (Jay Seymoure to follow up)
- Digital scroller repair (Joe Haney coordinating vendor update)

The Board agreed that Advertising and Sponsorship should be treated as a June-focused initiative to allow for:

- Coordinator identification
- Financial infrastructure readiness
- Proper program structuring

Additional expansion opportunities were identified, including Gym, Baseball field, Wall of Fame, and Website placements.

IX. Website Updates

The Board discussed the need to improve the Eagle Club website as a communication and engagement platform.

Key priorities include:

- Updating meeting minutes
- Posting the new Membership Program
- Improving visibility of join and volunteer calls to action

Jay Seymoure will provide updates to the Administration Team by May 28.

X. Engagement Director Role Activation

Jessica Jackson was confirmed as the Engagement Director responsible for execution of major Eagle Club initiatives.

Her responsibilities include the Eagle Open Golf Tournament and the newly introduced ESPYs initiative.

Joe Haney and Brad will provide initial support as Jessica transitions into these responsibilities.

All Eagle Open-related communications will include Jessica moving forward.

XI. Eagle Open Golf Tournament

The Board identified Monday, October 19, 2026 as the target date for the Eagle Open Golf Tournament.

Joe Haney is responsible for confirming availability with Cowans Ford.

Initial coordination between Jessica Jackson, Joe Haney, and Brad has begun.

XII. Strategic Initiative – Eagle Club ESPYs

A new concept for a consolidated Eagle Club awards event (ESPYs) was introduced following discussion with the Head of School.

The event is envisioned as a single annual awards program for all athletic teams and athletes, replacing fragmented team-level awards over time.

Key parameters discussed include:

- Mid-April timing
- 400–500 attendees
- Dinner-based event
- 2–3 hour program

The Board discussed a phased rollout approach:

- Initial announcement at the May 19 meeting
- Additional detail at the August 19 meeting
- Fully defined program by December 1
- Event execution in Spring

Jessica Jackson will lead the initiative and begin preliminary work, including venue research.

Danielle Handlogten will provide potential date options aligned with the school calendar.

The Board agreed that no formal committee will be formed until after the initial announcement is made.

Action Items

Jay Seymoure

- Circulate May 19 Annual Meeting agenda
- Send communication explaining Board composition and election approach
- Follow up on scoreboard repaint by May 28
- Provide website updates to Administration Team by May 28
- Follow up with Brad regarding sponsorship interest

Don Eberhart

- Coordinate with Dawn J regarding financial tools (Divvy / Bill.com)
- Prepare to assume responsibility for financial tracking and controls
- Align with concessions tracking process

Ashley Williams & Katie Downes

- Develop 2026–2027 Membership Packages
- Deliver strong draft by May 28
- Incorporate Alumni Membership concept

Danielle Handlogten

- Provide ESPYs date options aligned with school calendar

Jessica Jackson

- Lead Eagle Open and ESPYs initiatives
- Coordinate with Joe Haney and Brad
- Begin ESPYs venue research
- Establish initial planning framework

Joe Haney

- Confirm golf tournament date with Cowans Ford
- Provide update on digital scoreboard repair
- Share advertising contract information
- Support transition and coordination with Jessica Jackson