

## **SLOTAB Board Meeting Minutes September 19, 2016**

**Board Members in Attendance:** Emily Cappellano, Shelly Phillips, Deannie Greenelsh, Paula Dooley, Shelley Benson, Beth Compton, Darla Tapp, Jeff Brandow, Paige Leebrick

**I. Call to Order:** 5:35 p.m.

**II. Approval of Minutes:** Motion by Stephanie Hicks to approve the minutes from 6/6/16. Seconded by Darla Tapp.

**III. President's Report:** Everyone has worked very hard to get this year going.

**IV. Treasurer's Report:** Paula shared our financials. The capital improvement fund is at \$84,800. There is \$71,500 in the checking account. Darla motioned to approve Treasurer's Report and Shelly Phillips seconded.

### **V. Committee and Board Reports**

**Secretary:** I stated that I will take notes and put a draft of the minutes on the website until it is approved at the next meeting. I will also be keeping time at the board meetings to help us be more efficient with our time. I did not share future meeting dates at the meeting, but I am adding them into the minutes here for reference. Future meeting dates are November 7, January 23, March 6, and May 15.

**Business Sponsorship:** Eric gave us a list of prior sponsors. He broke them up by sport, hoping that liaisons might be able to help by calling those businesses and seeing if they would be willing to sponsor us again. We have 108 business sponsorships. As of now, we have made about \$44,000. Our goal is to reach \$100,000. Eric also gave us a copy of a spreadsheet to show how much money each sport has brought in through business sponsorships. All of this money goes to the SLOTAB account. Eric will keep updating the spreadsheets and send them out. He would like liaisons to email back letting him know if businesses have been called and if they want to renew their sponsorship. Emily stated that any new business sponsorships will go into winter and spring programs. A committee can decide if newer memberships can be offered at a reduced price or not.

**General Membership:** Darla gave us a breakdown by sport as to how many members of SLOTAB we have. We need to emphasize which sport our membership money is going to online. Darla would like liaisons to report back how many members their sport has and to encourage more membership. We have 162 members at this time which is more than last year.

Membership goodies like decals will go out in the next week. We will have updated lists of general memberships and business sponsorships on a back to back sheet soon. That will also go into the program and website.

**Booster Bash:** Ticket sales are not great - about 180 seats total. Liaisons need to encourage attendance and ticket sales. All donations are due October 3. We have the full work force for the night. Committee is changing up the entrance to the Booster Bash to make it easier. Liaisons need to have baskets ready for the night. The theme is 'muscle beach.' We are trying to make it appear fun and low-key. There will be corn hole and a photo booth. No need to dress up unless you want to.

**Concessions:** Shelley Phillips stated that we have earned about \$3400 in concessions which is really good. She has still not heard back from certain sports. Some sports have already exceeded their required sign-ups. We have had three slots not filled. Liaisons should encourage parents to sign up for a couple of shifts, and please cc Shelley on any emails sent to team families.

**Communications:** Shelley Benson started a facebook page. Already 200 followers. New website is up and people are welcome to share pictures with Shelley so that she can add them to facebook and other forums.

**Apparel:** Paige stated we wanted to start off small and things are going well. We ordered stadium chairs, hoodies, hats, towels, and t-shirts to sell. Clothing items are provided through J. Carroll. Paige is hoping other sports can sell items at their sporting events - not just football. Paige is keeping a spreadsheet of items ordered and sold. Sports' teams will be able to check out items to sell and keep track on the spreadsheet. Our school does not make money on any online sales. ASB is happy about us selling apparel.

**Spring Fundraiser:** Joy was unable to attend. We have no plans at this time for a spring fundraiser.

**VI. Old Business:** Our SLOTAB website is up! We will continue to add new things to it. It would be great if sports sent pictures to the SLOTAB email ([slotabpics@gmail.com](mailto:slotabpics@gmail.com)) so that they could be added to the website. Emily sent the program off on Monday. It has been received, and it will be here by September 22. The banners were done by J. Carroll. Emily stated they were beautifully done. We are building a strong connection with J. Carroll. A new liaison list was sent out and it will be added to the website.

**VII. New Business:** Emily stated that we need someone who is a graphic designer to take over the program. We need to think about paying someone or asking someone to do it on a trade.

It is a complex process, and we need someone skilled in this area to take it over. Emily is hoping to find someone who can take it on for awhile instead of it being a new person every year -especially since it is produced three times a year. Jeff Brandow stated that this is a huge fundraiser for us and we need to professionalize it. She would like to get an RFP out to different companies. Stephanie Hicks volunteered to do that.

Tom Meinhold made posters of fall sports' schedules with pictures of student athletes. This will be distributed to businesses that have sponsored us. Emily stated that we need help distributing the posters to the different businesses. Thank you letters will also be going out to these businesses. We want to build community and show our businesses how much we appreciate them. People will sign up at the end of the meeting to help distribute posters.

We have been approached by Black and Gold and band to get business sponsorship and put banners around the track. Emily stated that we have very few fundraisers going on so she is not sure whether that would be a good idea. Lisa Guy stated that band has many new members and they are struggling to fundraise money. They would want to put the banners in a separate area behind the bleachers. She also stated that Black and Gold is not currently trying to seek business sponsorships. Emily stated that we want to support band and that we would like for them to come to the Booster Bash and play and we will donate money to them. Gail stated that we could help advertise the sale of wreaths and trees for the holidays to further support band. Jeff Brandow stated that SLOTAB tries really hard not to step on the toes of band and Black and Gold and make sure that we fundraise differently than them. We want to support them, but in different ways than banners. Stephanie made a motion that communicates that we are not in support of a separate banner program, but we would like to sit down and strategize with band on ways they can fundraise. Paula seconded the motion. Motion passed.

Black and Gold is going to have a golf tournament - possibly on April 10. It is currently on a school and work day. Emily stated that many people cannot take work off to help with this event. The school district is really pushing attendance of teachers, staff, and students, so many district employees would not be able to help with this event. Emily is hoping the date can be changed. Lisa Guy stated that Black and Gold makes a lot of money off this fundraiser. The Country Club does not offer this opportunity to many. Lisa stated that they would have plenty of support and that SLOTAB doesn't need to help out. Lisa also stated that Black and Gold and SLOTAB need to work together and not be so divided. Lisa said \$10,000 was raised last year and that she hopes this year it would be \$20,000. Emily made a proposal that we table it for now and come together and talk about it further at a later date. Stephanie asked Lisa to make sure the responsibilities were laid out clearly the next time we talked.

Emily stated that aquatics and football used to offer scholarships for students. Emily suggested we use some concessions money for each coach to offer a small scholarship to one of their

students. We may even be able to advertise that a certain percentage of concession money will go to scholarships. Emily passed around a sign up to get a committee started to create a scholarship plan. Committee could meet with Colleen Martin for help with details.

**VIII. Athletic Director Report:** There was no request for money. Jeff thanked everyone for being here. He stated that he is proud of how SLOTAB has grown and developed. Check website and schedules for information. All student athletes were given t-shirts.

Key dates:

Winter Sports Tryouts - Nov 7-11

Winter Sports Parent Meeting - Nov. 16 at 6:30 p.m.

Fall Sports Banquet - Dec. 14 at 6:30 p.m.

We need the help of liaisons to have people help out with Fall Sports Banquet.

We are currently looking to hire a girls' soccer coach, girls' softball coach, and girls' swim and dive.

Gail Marcum asked why there is such a disparity in cost of spirit packs. Gail also stated that students not buying gear affects status and play time with some coaches. Jeff stated that it depends on the coach and agreed there is a large variance. Spirit packs are optional. Jeff stated he will look into it.

**IX. Public Comment:** Lori Rainwater-Quinn stated that she would support a reduced rate for business sponsorships.

**X. Adjournment:** 7:25 p.m.