

SLOTAB Board Meeting Minutes

June 6, 2016

Board Members in Attendance: Emily Cappellano, Shelley Phillips, Beth Compton, Eric McSwain, Joy Sandoval, Shelley Benson, Paige Leebrick, Deannie Greenelsh, Darla Tapp, Paula Dooley, Stephanie Hicks (Athletic Director, Jeff Brandow)

- I. Welcome All:** Quick introductions were done. Emily thanked everyone for being here - especially parents of seniors during this crazy week.

- II. 2015-2016 in Review:** Some big accomplishments this year like promoting the idea of a single booster club for all of athletics. This concept is slowly evolving into what we want. 150 general members. We have a new apparel position. Working on business sponsorships so that we build a relationship with our community. Great support of awards nights for each trimester. We made over \$149,000 this year - which is less than previous years. This helps us know the direction we want to go in. However, we have supported our teams with lots of equipments, supplies, uniforms, etc. We helped buy another vehicle - a Yukon. Lots of additional expenses with so many of our teams going to CIF this year.

III. Mission Statement, Goals, Personal Connections: We reviewed our mission statement and goals. Goals include raising funds, providing support to student athletes, and encouraging involvement. We each wrote down what we want SLOTAB to accomplish, what assets we bring to the table, and what we want to accomplish as a board member on post-its and shared. Some basic trends on the post-its were wanting ALL kids to succeed and be supported, building a sense of community, and raising funds for our kids.

IV. Board Members and Board Structure: Try to email each other responses within a couple of days. Members should try to attend and RSVP for events in advance. Trying to create committees so everyone doesn't have to do everything. We should listen to each others' ideas and share our own. Try to stay on topic - no birdwalking. We have two parts - executive members and chair positions. It would be good for each chairperson to have a committee. Jon Attala and Kathy Godfrey would like to help with business memberships. We should all help support the big events! In the past we've had the executive meeting right before the general meeting. Many members found that inefficient. Instead, we will have one meeting and change the order of the agenda. Board members, liaisons, head coaches, and student captains should attend. Head coaches and team captains only need to attend the meeting that occurs during their sport's season. The first part of the meeting should be executive agenda items and the second part should focus on communication. Liaisons should be required to attend the second half and are welcome to attend the whole meeting. Topics can be brought up for discussion during public comment. If the topic is too time consuming or we need to gather more information, we can put it on the agenda for a future meeting. Agendas should be sent out early. Information should be on the website so that we can always direct people to the website. We need to time our meetings. 30-45 minutes for the first half of the meeting. 30 minutes for the second half of the

meeting.

New agenda order:

1. Call to order
2. Approval of Minutes
3. President's Report
4. Treasurer's Report
5. Committee Reports

(10 minute recess)

6. Old Business
7. New Business
8. Athletic Director Report
9. Public Comment
10. Adjournment

Stephanie Hicks made a motion to change the agenda order, send the agenda out at least 3 days in advance to the list of current athletes and their families, and include a time limit per agenda item in the bylaws. Shelley Phillips seconded the motion. Motion passed.

V. Bylaws: Bylaws will reflect the changes made in above paragraph.

VI. Financials: We made \$149,600 this year. We have given \$96,700 to the athletic department at this time. A donation of \$12,000 will be added to the total before June 30. All donations will be put through SLOTAB. 75% of business sponsorship money goes to the individual sport. 25% goes to general fund. We need to communicate that information better. Straight donations are approximately 80% to specific sport and 20% to general fund in order to meet the capital improvement funds in bylaws. We have previously raised \$50,000 a year through business sponsorship. Our goal for this year is to raise \$100,000 through business sponsorships. Our goal is to raise \$100,000 through Booster Bash. Membership goal is to raise \$20,000. We are raising money in three main ways - SLOTAB Membership, Business Sponsorships, and Booster Bash.

Jeff Hollister, outgoing secretary, is to be removed from all SLOTAB banking authority at Coast National Bank. Added as a signature on both the Checking Account 101524116 and MMDA Account 101910504 is new Secretary, Deannie Greenelsh, effective immediately. Motion made by Paula Dooley, seconded by Deannie Greenelsh.

VII. Liaisons/Communication: We need to make the role of the liaison very clear. Liaisons need to be responsible for communicating information from SLOTAB to their parents and to encourage fundraising. We need to have a specific fundraising goal, like improving our weight room, for each Booster Bash.

VIII. General Membership: Goal for 100% membership. We need to change our verbiage. It should be much more strongly encouraged - almost expected. SLOHS families who buy

business sponsorships automatically receive general membership. We need to advertise and communicate who our members are. We can offer scholarships to families in need. Possibly allow families to donate time instead of money for membership.

IX. Business Sponsorship - 2 parts: Look at either having three different programs or adding pages to the programs with three separate business sponsorship deadlines. There are a couple of software programs we are looking at that will help with the programs. Working on new decals and acknowledging people's memberships in a timely manner. Looking at creating fall, winter, and spring poster calendars to give to businesses as a thank you. Start by contacting businesses that already have banners, and then calling other businesses. Jon Attala and Kathy Godfrey are willing to call many of the businesses. Look at sending emails to businesses keeping them updated on events/accomplishments. Eric McSwain stated that other times of year like December are a good times to hit up businesses for sponsorship.

X. Concessions: We are adding concessions to baseball and aquatics. Each sports team is expected to sign up for a certain number of spots each season. We need to figure out how to get parents to sign up for concessions during CIF. We discussed adding first or second round CIF spots on the sign-up genius.

XI. Apparel: This is a new chair position. We should start small and build up. We need to talk to Leif at J. Carroll. We will sell both online and at games. We already have plenty of t-shirts. Looking to add hats, beanies, sweatshirts, jackets, blankets, and bleacher chairs. Socks are also very popular right now. Membership and apparel can team up at first couple football games.

XII. Fall Fundraiser: Booster Bash will be October 8. They have had one meeting already. Donations for silent auction items are already underway. Liz Lee is in charge of table wine. Patty Carpenter is going to do live auction boards. Patty is fundraiser for Big Brothers/ Big Sisters. She uses a program called Greater Giving that automates your auctions. People get a link before they come to the event to get set up to bid at the auction. It sends people information when they have been outbid on an item. We want to recognize our big donors by making them feel special at the Booster Bash. We need to let Rich, our auctioneer, know who our big spenders are. We need a new MC for the event. Let Stephanie know if you have any ideas. Mobile photo booth will be at the event. We will have a beach theme. Do a possible tailgate pre-party at Madonna Inn with drinks and games like corn hole. SLOTAB members should be very involved.

XIII. Spring Fundraiser: Board discussed whether or not we should continue with a spring fundraiser. We discussed why Casino Night was so poorly attended. We discussed other options for a spring fundraiser that involved students like a sporting day or hike. The venue is donated to us. The caterer is very reasonable. All wine was donated. Only costs were food and casino workers. However, we are still not making any money. We will continue to discuss options for a spring fundraiser in the fall.

XIV. SLOTAB Website: Steve Jomaaos is working on this with Emily.

XV. Spirit and Support: Coaches will create wish lists to encourage fundraising.

XVI. Draft Calendar or Events and Demands for 2016-17: Emily will send out a calendar soon.

XVII. Next Board Meeting: TBD