

Shiloh Soccer Booster Club  
Board Meeting: Thursday, June 18, 2009/6:00 p.m.  
Attending: Lisa Bell-Davis  
Wendall Brown  
Maria Lollar  
Diane Jacobs  
Tom Marley  
Jim Crase

### **Booster Club/By-Laws**

A copy of the By-Laws was sent to Lisa from Rita Yarc, and was passed around to the new Board members.

We agreed that minutes of the Booster Club meetings be posted on the website, in an effort to make the Booster Club and its duties more visible to parents.

*Next Steps: Lisa will forward a copy of the By-Laws to the new Board members. By-Laws and Meeting Minutes will be posted on our website.*

### **Database**

We agreed that we need to create and maintain a better database for our players/parents. Diane has obtained last season's database to build from. We agreed that we need to request more information from players and parents at registration, and this information should be made accessible to all Board members. (Team parents will be responsible for obtaining all the required information and providing it to the Booster Club. It will be important to have Team Parents in place for Black and Silver night.)

*Next Steps: Please make a list of all information you feel will be necessary and helpful to have for the upcoming season, so we can be sure to build it into our registration forms.*

### **Parent Communication**

We discussed using Calling Post to reach parents when important/urgent messages need to go out. We agree that Calling Post may not be the most effective way to communicate, but did not agree if there was one method that would be. We discussed giving parents the option of choosing the best method of receiving important messages – either via Calling Post or email. Creation of a new database should allow us to obtain and store important communication information (i.e. phone numbers, email addresses).

*Next Steps: We need to decide who should take on the responsibility of "Calling Post" and or blast emails. Let's also look at the Calling Post expense incurred last season and think about whether or not using blast emails can cut down on this cost AND be as or more effective.*

### **2010 Game Schedule and Events Calendar**

Varsity and JV game schedules were handed out. Dates were chosen for events based on game dates. The tentative event calendar is as follows:

Fall Introductory/Parent Meeting: To be scheduled sometime during the week of October 19<sup>th</sup>.  
Spring Tryouts: Monday – Thursday, February 1-4.  
Rosters Posted: Friday, February 5.  
Field Clean Up Day: Saturday, February 6.  
Black & Silver Night: Tuesday, February 9  
Senior Night: Tuesday, March 30 (vs. Luella)  
Senior Night/Rain Date: Tuesday, April 13 (vs. Grayson)  
Banquet: To be scheduled sometime during the week of May 3.

*Next Steps: We agreed that Senior Night should be organized by the Booster Clubs of the sports involved, instead of an outside individual. Lisa will discuss this with Mike Nicholson.*

## **2009 Banquet Survey**

Dawn Ventura, Beyond the Diamond, has requested that we fill out a post-event survey. This was passed around at the meeting. In general, we agreed that the food was good but the service too slow. We liked not having to set-up, clean-up, or decorate. None of us are clear on who the caterers were, whether they were employed by Beyond the Diamond, or if they were sub-contractors. In the future, we would like the caterers also to be local, i.e. part of the Shiloh Community, if possible. We would also like more choices of caterers.

*Next Steps: Lisa will return the survey to Ms. Ventura next week, via fax.*

## **Financial Info/Budget**

Maria reported that she has been unable to reach Darlene (Luciani) in order to obtain our financial information. Maria requested that Tom pass on any other field maintenance fees to her, and that Wendall pass on Bistro renovation fees\*, so that they can be worked into the new budget. Jim mentioned that he possibly could use some new equipment.

New Expenditure: Tom and Lisa attended a meeting with the new Shiloh Athletic Director, Mike Nicholson, on Thursday, June 11, to discuss Field Maintenance fees. (Also in attendance: Eugene Glenn, Touchdown Club President, and Kevin Freeman, Touchdown Club Vice President of Operations) It was agreed that we would contract for mowing the field only, at a cost of \$5000, to be split equally between Football, Soccer, SAA, and the Shiloh Athletic Department (\$1250 each).

*Next Steps: Maria will continue to try to reach Darlene. She will contact Teresa Webb, Shiloh High School if necessary, to get a copy of our account register. Once Maria has our account info, a list of seasonal and new expenditures, she will pull a budget together for the 2010 season. (Expenditures include event costs, practice and game equipment, trainer fee(s), coaches gifts, field maintenance/mowing, etc.*

*Tom, Wendall, and Jim will make a list of possible purchases/expenditures for this season and forward it to Maria.*

## **Fundraisers**

Several fundraiser options were discussed:

*Car Wash/Lawn Maintenance Fundraiser:* We discussed the possibility of doing a joint fundraiser with Football, specific to the field maintenance fee. Eugene Glenn is open to discussing this further. The fundraiser would take place early in the school year (August). Reaching our players may be problematic in that this is out of season for soccer. Jim volunteered to speak to the players attending conditioning this summer. Once school starts announcements can be made, and a (general) fundraising meeting would be in order. Details can be worked out later this summer, but prior to the beginning of the school year.

*Next Steps: Lisa will contact Eugene Glenn later this summer to work out details with football.*

*Pecan Sales:* Jim volunteered to contact STA/Dorrine ? to get information on ordering, etc., in an attempt to bring the operations and control of this fundraiser back into the Booster Club. The possibilities of having players take orders prior to purchasing pecans was discussed. If this is not a possibility, we need to decide how many cases and what varieties of pecans we want to order\*, since sales of certain varieties last season was down. We also discussed the possibility of attending a local fall festival or event to sell pecans. Cost to set up would be a concern – this is something we can look into more as we approach the fall season.

\*According to Jennifer Lynch, 57 cases – 24 bags/case – were ordered last season: 13 cases of cinnamon pecans, 17 cases of chocolate covered pecans, 10 cases of roasted salted cashews, and 17 cases of plain (baking) pecans. Hopefully, Darlene will have a record of profit made on this fundraiser last season.

*Next Steps: Jim will contact STA/Dorine for ordering information.*

### ***More Fundraiser Ideas:***

*Field Clean Up Day Barbecue.* We discussed setting up a barbecue lunch for players and family immediately following Field Clean Up Day. Lunch may either be barbecue (catered, or Wendall volunteered to cook) or the usual Bistro fare. A price would need to be decided on, and whether or not we would need to have pre-barbecue commitments or just put the word out and rely on parents/families attending. Menu and pricing would need to be discussed and decided on. The purpose of this barbecue would be two-fold, to raise money and to provide a venue for our parents to meet and interact.

*Designs by Lucinda Pin Fundraiser.* This is a possible fundraiser for next season, recommended by Mary McDonald (who organized the 2009 Banquet). Mary has had positive experience with this fundraiser with another organization. Lisa presented information via printed website pages and asked board members to visit the site ([www.lucinda.com](http://www.lucinda.com)) for more information. Lisa proposes that we order and sell the Heart pins as a kick-off to the soccer season, and in conjunction with Valentine's Day. There is a minimum order of 60 pins, at a unit cost of \$7.60. This would require that each player sell just one pin, in order to move the minimum order. If pins were sold for \$12 each, the minimum order would yield \$268 profit, and \$88 profit on each additional bag of 20 pins. There is a 60 Day Money Back Guarantee for new fundraising customers, which would work as a safety net for us, in the event that the pins do not deliver desired results. Maria and Diane like this fundraiser and would like to look into it further, Tom and Wendell reserve judgment until they have had time to look into it further.

*Yellow Pages Delivery.* This fundraiser was presented last year but never executed. Lisa found a phone number to call for more information on Yellow Pages Delivery as a fundraiser event; Diane agreed to call for more information. Diane will report her findings to the board.

*Honey Baked Ham Fundraiser.* Tom presented the idea of selling Honey Baked Ham coupons in conjunction with holidays (Christmas, New Year, Easter). Lisa agreed to research this possibility and will report findings to the board.

*Pine Straw Delivery.* Tom brought up that Pine Straw Sales and Delivery used to be a big fundraiser in the past, but had been dropped due to increased cost of delivery for parents (gas prices, etc.) We briefly discussed the possibility of picking this fundraiser up again, since last season we picked up a new sponsor who is a pine straw vendor. We did not discuss how we might like to proceed with this.

*Next Steps: Please give your opinions and thoughts on possible fundraisers. Present other ideas.*

### **Game Attendance**

The problem of low game attendance was discussed, two possible solutions were presented:

*Soccer Season Pass.* Lisa presented selling game passes with the added incentive of Bistro coupons (which we can determine and create ourselves) as a way to increase ticket sales and boost attendance. Given that we have 5 JV games and 8 home Varsity games, 4 or 8 game passes (for example) may be used at JV or Varsity home games, and will be hole-punched on each entry, one pass per person. Even though there may not be a ticket price discount, passes make it easier for the holder to make the decision to attend more games. In the event the pass holder does not use all 4 or 8 game passes, the Athletic Department will have already received the gate money.

*Next Steps: Lisa will ask Mike Nicholson about the possibility of creating and selling, for example, a 4-Game Pass, and/or 8-Game Pass for full gate price (this is apparently a county rule, but we'll find out).*

*Halftime Sponsorships.* This was introduced last season as a way to increase student attendance at soccer games, but not implemented. Halftime sponsorships would not generate money for the booster club directly, but if student attendance increases, it could also increase Bistro sales. Halftime Sponsorship would require the sponsor to donate (small) gifts that appeal to students (i.e. \$10 gas or food cards, discounts on oil changes, discounts on prom night dinners, discounts off prom corsages and tuxes, etc.). Posters and school announcements would need to be made to promote the contests to students. Students would be required to register upon entry to the game (at the Bistro) and participate in a halftime activity to win a prize. Halftime Sponsors will be announced at halftime, will have their logo, address, phone number and/or website link on our website.

*Next Steps: Halftime Sponsorships need to be presented and discussed with the Advertising/Sponsorship Committee, and would need to be sold at the same time as program advertising and other sponsorships. Potential Halftime Sponsors should consider Halftime Sponsorships inexpensive advertising, and reminded that each small donation can result in increased traffic into their business.*

## **Parent Volunteers**

The necessity for parent volunteers in various areas was discussed:

*Committees.* We agreed that several committees should be formed and manned by parent volunteers. Suggested committees include: Fundraising, Advertisers/Sponsorships, Event Planning, Promotions, Team Parents, and Field Maintenance. We agreed to make a list of parents who consistently volunteered during the 2009 season, and call on those parents to Chair the committees. It would then be the Chair Person's responsibility to recruit their committee members. (Side Note: It would be advantageous to have these Chair People in place by Black and Silver night, so we could set each up at their own "booth" to pass out information and recruit.)

*Next Steps:* Think about other committees that might be helpful in managing the upcoming season. Once we agree on the committees needed, we need to define each committee's purpose. Compile a list of potential Committee Chairpeople.

*Staff Personnel.* We discussed necessary staff positions that will need to be filled by parent volunteers.

*Bistro Assistant Managers.* Lisa proposed that we create two new positions to be filled by volunteer parents, to help the Bistro Manager to manage the Bistro during JV and Varsity games. One assistant will need to be a JV parent, to manage the Bistro during the JV games, the other a Varsity Parent, to manage the Bistro during the Varsity games. The assistants will report to the Bistro Manager (Wendall) and be responsible for set-up, recruiting parent volunteers (this can be done with the assistance of the Team Parents), cooking, sales, inventory and shopping lists, clean-up and shut down, counting and turning in of money for each game night. Bistro supply purchases will remain the responsibility of the Booster Club.

*JV and Varsity Press Box Staff.* Tom will need help in the press box next season; we need parent volunteers to help spot as well as back-up announcers (it would be nice to include some Hispanic and possibly Bosnian announcers this season, to work with Tom at a few games.) Tom will need to tell us what other positions he needs help with in the Press Box. We should have a JV Staff and a Varsity Staff.

Requests for all volunteers along with job descriptions/responsibilities should be posted on our website.

*Next Steps:* Compile a list of parents we should approach about volunteering for these positions. We also need to contact various school organizations to find out about the possibility of student volunteers (i.e. Beta Club)

## **Bistro Renovation**

Wendall discussed getting into the Bistro this summer to paint and upgrade the countertop, etc. Purchasing materials on discounts or as part of sponsorship agreements were discussed. Asking Football and Track to take part in the renovation or contributing a percentage (depending on usage) of the cost.

*Next Steps:* Tom will discuss splitting the cost of renovating the Bistro with Football and Track, since they also use that facility. Wendall and Jim will begin looking for materials and getting costs.

## **Old Warm-Ups**

Jim shared the the warm-ups that we have now are getting old and the style has been discontinued. Many players ask to purchase their warm-ups at the end of the season. We briefly discussed selling the warm-ups we have now at the end of the upcoming season for a minimal price, to be put toward purchasing warm-ups for the 2011 season.

*Next Steps:* None necessary at this time. We will revisit this closer to the end of this season.

***Meeting Adjourned: 8:00 p.m.***