

Asheville High Athletic Boosters  
**Board Meeting 12/12**  
5:30 - Alumni Center Conference Room

Minutes recorded in red- PASSED

In attendance: Lance Abernathy, Rebecca Tucker, Sara Metzger, Hope Butterworth, Melanie Robertson, Steve Sloan, Emma Grace Moon, William Schneider, Lisa Kayser, Coalther Lathrop, Denise Turner

**2016-2017 Executive Board and Committee Chairs**

**President** - Rebecca Tucker - blue rjd.tucker@gmail.com

**Vice-President** - Sara Metzger Magenta  
metzsciver1@aol.com

**Secretary** - VACANT

**Treasurer** - Hope Butterworth dark orange  
hope.butterworth@gmail.com

**Passholder** - Nancy Hutchins  
NancyHutchins7@gmail.com

**Banner** - & Ashley Dotson ashleydotson@beverly-hanks.com  
Jill Jones jilljones.asheville@gmail.com  
& Charmion Rush charsingl@yahoo.com

**Programs** - Rebecca Tucker rjd.tucker@gmail.com  
& David Burdette david.burdette@acsgmail.net

**Concessions** - Melanie Robertson melanie.robertsonpottery@gmail.com

**Cougar Wear** - Shannon O'Neill tangerine2710@gmail.com

**Fall Sport Board Representative** -

**Winter Sport Board Representative** -

**Spring Sport Board Representative** -

**School Liaison & Principal:**

Athletic Director - Lance Abernathy lance.abernathy@acsgmail.net

Principal - Rob Weinkle robyn.weinkle@acsgmail.net

**Current Board Members at large**

Cougar Wear - Bryce Sloan brycesloan1@gmail.com  
& Steve Sloan stevensloan@gmail.com

Website - Amy Kelso askelso@gmail.com

Photo Sources - Emma Grace Moon (student) emmagracemoonn@gmail.com

& Eakin Howard (student) eakinhoward@gmail.com

IT Concerns & Advise - William Schneider wfschneider@gmail.com

Youth Football league Board Member - Jamel (Jay) Marsh  
ACS City school parent - LeVette Campbell

[jamelmarsh33@gmail.com](mailto:jamelmarsh33@gmail.com)

[lacampbell06@gmail.com](mailto:lacampbell06@gmail.com)

### **Fall Sport Representatives**

JV Football Team Parent - LaKeshia McDay

[ldfeimster@bellsouth.net](mailto:ldfeimster@bellsouth.net)

V Football Team Parent - Danielle Green

[dygreen41@gmail.com](mailto:dygreen41@gmail.com)

Field Hockey Team Parent - Leslie Groetch

[lesleygroetsch@gmail.com](mailto:lesleygroetsch@gmail.com)

Volleyball Team Parent - Sara Metzger

[metzsciver1@aol.com](mailto:metzsciver1@aol.com)

Men's Soccer Team Parent - Liz Hackett

[thehacketts@charter.net](mailto:thehacketts@charter.net)

Women's Tennis Team Parent - Copeland Rudolph

[c.rudolph@sbcglobal.net](mailto:c.rudolph@sbcglobal.net)

Women's Golf Parent -

Women's Cross Country Parent - Lisa Kayser

[thekaysers@msn.com](mailto:thekaysers@msn.com)

Men's Cross Country Parent - Denise Turner

[dturner@rhanet.org](mailto:dturner@rhanet.org)

Fall Cheerleader Team Parent -

### **Winter Sport Representatives**

Women's Basketball Team Parent - VACANT

Men's Basketball Team Parent - William Irby

[wmirby2@charter.net](mailto:wmirby2@charter.net)

JV Men's Basketball Team Parent - VACANT

Wrestling Team Parents - Glenda Weinert

[glenda.weinert@gmail.com](mailto:glenda.weinert@gmail.com)

and Coalter Lathrop

[coalter.lathrop@gmail.com](mailto:coalter.lathrop@gmail.com)

Swimming and Diving Team Parents - Sue and Tim Hanlon

[sueandtimh@gmail.com](mailto:sueandtimh@gmail.com)

Indoor Track Team Parent - Denise Turner

[dturner@rhanet.org](mailto:dturner@rhanet.org)

Winter Cheerleading Team Parent - VACANT

### **Spring Sport Representatives**

Baseball Team Parent Tracey Whitehouse

[trace.whitehouse@gmail.com](mailto:trace.whitehouse@gmail.com)

Women's Soccer Team Parent - Tammy Tsiros

[t2ct@aol.com](mailto:t2ct@aol.com)

Men's Golf Team Parent - Jim Taylor **GREEN**

[jimtredsox@gmail.com](mailto:jimtredsox@gmail.com)

Men's Tennis Team Parent - Amy Kelso

[askelso@gmail.com](mailto:askelso@gmail.com)

Track Team Parent - Denise Turner

[dturner@rhanet.org](mailto:dturner@rhanet.org)

Softball Team Parent - via Coach Richard Gabriel

[ncgabe61@gmail.com](mailto:ncgabe61@gmail.com)

*Corporate Business:*

Our 11/14 Board meeting voted on adopting the following social media policy with the addition of language to address “inappropriate use” and to link the Asheville City School Code of Conduct guidelines regarding social media usage. Included below is the updated version for a vote to amend at the next meeting. (print for Corporate records/add to bylaws/upload to website)

## Social Media

- **Policy**

As a member of the Booster Board at large, having a social media presence creates opportunities for outreach, information-sharing as well as representing Boosters and ultimately Asheville High School. Volunteers can become champions of the Boosters and portray fellow students and activities in a positive manner at all times. Any online postings must therefore be consistent with federal and State laws, and the Guidelines listed below. A Board Member will be appointed to be responsible for having access to and regularly monitoring the content of the social media sites and postings.

- **Guidelines**

The target audience for the social media sites are students, their parents and/or guardians, alumni and staff. The purpose of any social media feed is to promote Asheville High Athletics through opportunities to celebrate athletics, teams, and volunteers. Everything posted becomes public information – any text or photo placed online becomes public property unless it has been properly copyrighted.

With that in mind, the following rules are to be followed:

- In all instances, be respectful;
- Post information that is created for the concept of promoting athletics, school spirit and community camaraderie;
- Pictures posted of students or volunteers will not be identified by name.

Similar to comments made in person, the Boosters **will not** tolerate:

- Any inappropriate content;
- Any sort of derogatory or defamatory language;
- Comments that create a threat of physical or emotional injury to another person;
- Comments to support or disparage a particular political party or cause;
- Comments that could be construed as racist.

All entries made to any social media outlet shall follow these guidelines as well as the Asheville City School board policies, and the AHS Code of Student Conduct.

Adopted: 11/14/2016  
Amended: 12/12/2106

**Will said that we should add a signature and witness to the books on the social media policy.**

**PASSED**

*Secretary's Report:*

**VACANT BOARD POSITION** - Position responsibilities include managing the email lists, assisting team parent representatives in organizing their rosters, recording minutes at Board Meetings, assisting committee chairs in sending information, and helping with Newsletter information using Gmail and Google Suite.

**Emma Grace stepped in as secretary**

*Treasurer's Report:*

Year to Date we have raised: \$32,636.72

Total Banner Income: \$8,552.21

Total Passholder Income: \$12,761.13

Total Cougarwear: -\$1401.13 - Still in the red for Cougarwear from recent purchases

Total Concessions: \$10,790.36

Concessions made \$712 on the first Basketball game. Good job, guys!

We will get a check for \$2000 for Winter Sports program, correct?

**Lance requests \$7500 disbursement**

**Passes**

**Passholder Committee\*\*Nothing to report from pass holder**

**Concessions**

- Home side cleanout date:
- Move all drinks date:

**Banners Rebecca mentioned that if students can run the phone calls for the banner sales.**

**Lavett Campbell- Maybe reach out to Lavett?**

**Website** - Updated with December and January concessions sign ups.

**Scholarships and/or Cash Award Dr Vaughan**

**Committee: ?Possibly 4 scholarships, possibly sponsored by other physicians' offices in Asheville**

**Scholarships presented to 1 male/1 female interested in a career in medical field**

**Boosters would have scholarship for 1 male/1 female-Cougar award, athlete that shows up to all practices, good attitudes**

- Booster application/qualifications in process:  
[https://docs.google.com/document/d/1jC6iKNWM9G2fpYefkTd8MbLDPdzFb2TtVC\\_lexjf30/edit?usp=sharing](https://docs.google.com/document/d/1jC6iKNWM9G2fpYefkTd8MbLDPdzFb2TtVC_lexjf30/edit?usp=sharing)
- Discussed with Dr. Vaughan requirements for scholarship he has offered to partially sponsor
- Need: additional sponsors

**Need a committee to take this on**

**Newsletter**

**Technology Rebecca is going to start stepping into the direction of Google Suites for email**

**Social Media** - Twitter launch?

Putting media guide on the website?

**Winter Sports Program:** In final stages. \$2000 will be paid in January

GameDay Media has reached out to renew the Fall Sports Program... David Burdette oversaw the football info - a HUGE part of the equation. I do not know if he will take it on again.

**Cougar Wear**

*NEW BOOSTER OPPORTUNITIES:*

**Fundraising:**

**FROM THE OFFICE OF CHRIS POHLMAN:**

This started out as Pamela Washington's idea and if you guys (**Booster Club**) approve of it, we should consider giving the proceeds to Cheerleading. We can even have Cheerleading run all of it and Boosters handle the money (if you don't mind). Pamela can hand over the cash to the concession stand and when they want to spend something, or at the end of the season, Boosters can write AHS a check. Just a thought.

Have a Basketball Shoot-Off at the halftime of each game (JV boys, Varsity girls, Varsity boys). It will be SORT OF a 50/50 type thing, except no tickets need be involved.

**Lance is going to speak with Mr Pohlman about 50/50 raffle for Reynolds game friday**

Have audience members – adults, students, little ones – shoot from the 3-point line from any angle. Cost is \$2 for a single chance. Those that make the shot go to Round 2. Then all those in Round 2 shoot again and the ones that make the shot go to Round 3, and so on. The final person will receive ½ of the amount collected. What do you think?

**I like the idea if cheerleading organizes it and it doesn't add too much time to the game ( it would have to fit in half time) it's a long night as it is**

**Olive Garden** - Spring date April or early May

- Giveaways: have bread stick's - will throw
- Requested t-shirts for basketball games

**Can have off campus, think on it**

**ZOE's Kitchen** - Spirit Day opportunity (just in via Lance)

Jimmy Weinstock

[334-414-3840](tel:334-414-3840)

Wants to do a day in January or February in which it would be an Asheville High day--meaning they will give 20Pct of proceeds that day of all those coming in to eat AND letting them know they are there via Asheville High Athletics or Boosters.

Could be a small little check if and only if it is pushed and we blitz the event and encourage folks to eat there that day.

**Amazon Smile**

- First deposit pending \$ 30.42

**How do we push this for holiday season? How do we get the word out? Denise will try to get email to track team and copy Rebecca to pass on to other team parents to distribute to others**

**Dec 27th game may have an earlier start because of holiday**

**Jan 13th Lance is having elementary students to the game without charge and AHS athletes head to elementary to do outreach to build bridges**

**\*\*\*\*Meeting adjourned at 6:45pm**