

Asheville High Athletic Boosters
Board Meeting 10/10/16
5:30 - Alumni Center Conference Room

Agenda: (including board member notes)

Minutes: Recorded in Red

In Attendance: Rebecca Tucker, Ashley Dotson, Lance Abernathy, Rob Weinkle, Will Schneider, Hope Butterworth, Nancy Hutchins, Charmion Rush, Denise Turner, Tammy Tsiros

2015-2016 Executive Board and Committee Chairs

President	- Rebecca Tucker	-	rjd.tucker@gmail.com
Vice-President	- Sara Metzger		metzsciver1@aol.com
Secretary	-	VACANT	
Treasurer	- Annie Orr		annieorr1960@gmail.com
	& Hope Butterworth		hope.butterworth@gmail.com
Passholder	- Nancy Hutchins		NancyHutchins7@gmail.com
	& Ashley Dotson		ashleydotson@beverly-hanks.com
Banner	- 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

Fall Sport Representatives

JV Football Team Parent - LaKeshia McDay ldfeimster@bellsouth.net
V Football Team Parent - Danielle Green
dygreen41@gmail.com
Field Hockey Team Parents - Lisa Kayser thekaysers@msn.com
& Leslie Groetch lesleygroetsch@gmail.com
Volleyball Team Parent - Sara Metzger
metzsciver1@aol.com
Men's Soccer Team Parent - Liz Hackett
thehacketts@charter.net
Women's Tennis Team Parent - Copeland Rudolph
c.rudolph@sbcglobal.net
Women's Golf Parent -
Women's Cross Country Parent - Lisa Kayser thekaysers@msn.com
Men's Cross Country Parent - Denise Turner dturner@rhanet.org
Fall Cheerleader Team Parent -

Winter Sport Representatives

Women's Basketball Team Parent -
Men's Basketball Team Parent - William Irby wmirby2@charter.net
Wrestling Team Parent - Glenda Weinert
glenda.weinert@gmail.com
Swimming and Diving Team Parent - Sue and Tim Hanlon sueandtimh@gmail.com
Indoor Track Team Parent - Denise Turner dturner@rhanet.org
Winter Cheerleading Team Parent -

Spring Sport Representatives

Baseball Team Parent - Tracey Whitehouse trace.whitehouse@gmail.com
Women's Soccer Team Parent - Tammy Tsiros tzct@aol.com
Men's Golf Team Parent - Jim Taylor jimtredsox@gmail.com
Men's Tennis Team Parent - Amy Kelso askelso@gmail.com
Track Team Parent - Denise Turner dturner@rhanet.org
Softball Team Parent - via Coach Richard Gabriel ncgabe61@gmail.com

CALL to order: 5:33pm

Will vote on minutes at another time, since we do not have them today.

Mission statement

The Asheville High School Cougar Boosters is a registered 501c(3) organization of parents, staff, alumni, and friends linked by a common desire to support the student athletes of our school. Our primary purpose is to aid and encourage the development of the AHS athletic

program both financially and as volunteers in its activities. We strive to enrich every student's high school experience by promoting school spirit and encouraging athletic participation.

Corporate Business:

Bylaws update: We are in the final stages to file updated docs with the Secretary of State. Rebecca is in the process of gathering info from previous office holders to make sure she has all necessary info from years past.

Word of the Day:

Need nēd/verb

1. require (something) because it is essential or very important.
2. "We need help now"

Secretary's Report:

VACANT BOARD POSITION - NEED VOLUNTEER

We need a Secretary!! Ashley will fill in today. To ask team parents to help fill the Secretary position. Specific email in the title space of the email so ALL parents will open the emails of NEED.

Treasurer's Report:

So far this year Boosters have raised a net income of \$29,969.52. To date this net to date figure is ahead of last year. The concessions have been trending higher too...kudos to Melanie!

Passholder Committee

Total Passholder sales minus printing expenses = \$12,276.13 \$12,350.00 corrected figure for passholder sales.

Concessions -

The recent fire marshal inspection revealed a long time frustration between the fire marshal and the Booster's use of the back "closet" in the visitor's concession. The room must be cleared completely of all combustibles. Which includes both sets of shelves and their contents. The unused metal cabinet outside the entry door also needs to be removed. Melanie and Lance and I are working to figure out a solution.

Kudos to the following team parents: Liz Hackett, Lesley Groetch, Denise Turner, and Coalter Lathrup for doing an outstanding job mobilizing parents to serve concessions.

Also, kudos to Bell VanCleve and Jacob Kerber for getting students on board to serve. Our students have been incredible and have proven to be wonderful at all levels of serving!

The Cougar Meal Deal has proven to be an amazing money maker. We are offering 2 slices of pizza or two hot dogs, chips and a drink for \$6. Our soccer and field hockey sales have also proven to be good money makers; going beyond what we have had in the past.

The band concession sales post half-time for home games has been completely re-organized with a google doc and band parents taking orders pre-game and collecting the money. A GREAT organizational improvement!

I am presently working with a few folks who have said they would be "team captains" for particular game nights and improving our home game server assignments based on server feedback. Great suggestions that will help us "work smarter, not harder!"

Here is the breakdown of sales by sport so far:

Varsity Football = \$15,856.10

Field Hockey = \$462.80

JV Football = \$1718

Middle School Football = \$344

Men's soccer = \$3194.51

Volleyball = \$500

Concessions total income = \$21,425.41

Concessions expenses = \$13,165.94

Total Profit = \$8259.47

- Looking into the future: Basketball concessions
- **NEED:** Team parents - a group... not just one person Nancy suggested a 50/50 scenario for the Friday night basketball games with Rebecca further suggesting it be a raffle to discuss with Mr. Pullman as to the simplified accounting of this raffle. Wrestling, basketball, swimming are the winter sports to draw from. Denise suggested since there are few winter sports, can school clubs (not athletics) sign up to do the 50/50 raffle? How can the communication happen from Booster to school clubs about the raffle opportunity that is effective. For this raffle, you would not need to be present to win if your ticket was pulled as opposed to the football 50/50 where you have to be present to win.

Banners

Total Banner sales minus printing expenses = \$8068.57

Boosters paid to print Cougar Nation banner in exchange for Concessions support

Website

Thank you to Will Schneider who has PayPal up and running on the website. Look under the “Become a Passholder” button! Will has offered his expertise to build a better platform and with Amy Kelso (who has agreed to manage the Booster website), and create the future look for the Boosters.

Need: add PayPal button to Banner page

Technology

Google Apps

I'd like to get the Boosters set up with a Google Apps account. Google provides Apps for non-profits free of charge provided there is a 501(c)(3). Setup is online and easy. This will provide many benefits to the Boosters including gmail accounts for addresses like president@ahscougarboosters.com and info@ahscougarboosters.com, free YouTube hosting, 30 GB of Google Docs for all registered users. I will happily set this up and provided training and support.

- A vote for approval to move forward and sign up for a Google Apps domain should be taken by the board. 8 board members present to vote. Rebecca called for a vote. 8 “yes” votes, 0 “no” votes. Motion approved to move forward with Google Apps domain.

Social Media

Before we more heavily engage in social media we should develop a social media policy. This policy will need to be written and approved by the board and handled like any other policy for the Boosters. **“Need” a communications point person here to manage and monitor.**

Hosting

The hosting site dreamhost.com provides free hosting for 501(c)(3) non-profits once they are provided the letter from the IRS. Engaging with this hosting provider will allow us to provide any number of other options for web properties at a far lower cost than any other hosting provider out there I know of. Setting up a DreamHost account will allow us to set up the next generation website using industry standard tools like WordPress or Joomla. Also free of charge.

- A vote for approval to move forward and sign up for a DreamHost account should be taken by the board. 8 members to vote. 100 percent approval of the motion to move forward with DreamHost.

SSL Certificate

All modern web properties use SSL to provide secure communication with their users. SSL can be an expensive proposition but there are options out there that are free of charge to create an SSL wildcard certificate which is what we want. This will allow the Boosters to provide SSL (https) communication for any of our properties that fall under the *.ahscougarboosters.com domain regardless of the provider.

A vote for approval to move forward and acquire a wildcard SSL certificate for ahscougarboosters.com should be taken by the board. This should be only for a free SSL certificate. If something other than a free certificate from a reputable provider is required more information will need to be provided to the board for a separate authorization.

Vote needed to move forward with technological advancements with SSL Certificate. 8 members present to vote and 100 percent approval to move forward with the SSL Certificate.

Cougar Wear

Nearly sold out!! Lets order more ASAP.

Total Cougar Wear sales = \$1484

Total Cougar Wear expenses = \$1842.10

Total Cougar wear profit = -\$358.10

- **NEED: Reorder Hopeful that reorder will be here by Friday as per Rebecca.**

Programs

Received: \$2500 payment for Fall Sports Program

New: GameDay Media is *willing to produce* a winter sports program and pay \$2000 for the rights. Payment to be received in January.

- 8/19 - I have contacted the company on behalf of the Booster Club to move forward with this.
- **NEED: SOMEONE** to step into the role Coach Burdette and I held for the Fall Sports Program -
 - Collect Coach pictures/ bios
 - Team pictures with rosters/senior pictures with names
 - Team schedules
 - Action shots
 - Forward to GameDay Media contact

Eakin has photos from last year's winter sports to contribute to fall sports program.

October 20th due date for coach bio information for layout. Winter sports team parents need to step up to help gather. Rebecca spoke to Glenda, a team parent for wrestling. It was suggested that Emma Grace Moon and Eakin to contact each of the winter sport coaches for at least pictures and possible additional information.

There needs to be a board member to spearhead this program effort to oversee.

Bryce has contacted the swim coach for bios and to arrange times to get team & senior photos & rosters.

Twitter, etc.

NEW BOOSTER OPPORTUNITIES:

Fundraising:

Ticket sales?

- **NEED:** Three adults and three or four students to oversee the event. Set up, Ticket takers, Drink station, clean up.

Olive Garden update-Rebecca sent out emails to Booster parents. Rebecca handed out tkts to team parents. We do not have an update on sales currently. We need to get the word out for Olive Garden via a Robo-call. Rebecca will email Mr. Weinkle with verbiage for call. Need to set up at 430pm in the cafeteria and then clean up by 730pm. Bill Van Cleve and Jacob Kerber and trying to recruit students to help out. Reach out to Natalie Davis, CougarNation, as to whether they can recruit students to help out as well. An email is going out to the McDowell Boosters and coaching staff that there will be a "walk up" dinner available for people coming to the game.

Amazon Smile: AHS Boosters are linked -

About AmazonSmile: Program details and FAQ

<https://smile.amazon.com/gp/aw/ch/about>

On your first visit to AmazonSmile (smile.amazon.com), you need to select a charitable organization to receive donations from eligible purchases before you begin shopping. We will remember your selection, and then every eligible purchase you make at smile.amazon.com will result in a donation.

- **NEED:** spread the word **Cougar Booster Facebook page needs to have AmazonSmile information on it.**

Scholarships or Cash Award

- **Need:** Someone to chair this committee and establish the guidelines. Rebecca has documentation to reference from other schools who have this in place - some of the outline work is already done
- Thoughts: One Male Recipient/ One Female Recipient.
- “Unsung Hero” Scholarship- Every sport has certain athletes who will leave a portion of their heart on the field at every practice and game, but may not ever become the team MVP. This Scholarship or Award is to recognize true dedication and school spirit.
 - Dr. Aaron Vaughn is offering to supply a percentage of a scholarship, and is initiating the criteria for qualification. He is considering the offering to be for a student interested in going into sports medicine or the medical field.
 - Is this a second scholarship? Can we find sponsors for matching funds.

This idea is still in the beginning stages on how to solidify this program. Rebecca has asked for additional ideas to make this happen.

Lance asked if Melanie has PowderPuff concessions in order. Rebecca to ask Melanie.

Official adjournment of the meeting 6:40pm.

Next meeting : Monday November 7th