

Asheville High Athletic Boosters  
Board Meeting 9/12/16  
5:30 - Alumni Center Conference Room

Agenda: (including board member notes)

**Minutes:** Recorded in Red

**In Attendance:** Rebecca Tucker, Sara Metzger, Hope Butterworth, Shannon O'Neill, William Schneider, LaKasha McDay, Denise Turner, Tim Hanlon, Tammy Tsiros, Lance Abernathy

**2015-2016 Executive Board and Committee Chairs**

<b>President</b>	-	Rebecca Tucker	-	blue	rjd.tucker@gmail.com
<b>Vice-President</b>	-	Sara Metzger		Purple	metzsciver1@aol.com
<b>Secretary</b>	-	Lucy Sawyer			lucyets@hotmail.com
<b>Treasurer</b>	-	Annie Orr			<a href="mailto:annieorr1960@gmail.com">annieorr1960@gmail.com</a>
		& Hope Butterworth			hope.butterworth@gmail.com
<b>Passholder</b>	-	Nancy Hutchins		magenta	NancyHutchins7@gmail.com
		& Ashley Dotson			ashleydotson@beverly-hanks.com
<b>Banner</b>	-	Erin Mosher			<a href="mailto:emmosher@icloud.com">emmosher@icloud.com</a>
		& Jill Jones			<a href="mailto:jilljones.asheville@gmail.com">jilljones.asheville@gmail.com</a>
		& Charmion Rush			charsingl@yahoo.com
<b>Programs</b>	-	Rebecca Tucker	**		rjd.tucker@gmail.com
		& David Burdette	**		<a href="mailto:david.burdette@acsgmail.net">david.burdette@acsgmail.net</a>
<b>Concessions</b>	-	Melanie Robertson			melanie.robertsonpottery@gmail.com
<b>Cougar Wear</b>	-	Shannon O'Neill			<a href="mailto:tangerine2710@gmail.com">tangerine2710@gmail.com</a>
<b>Fall Sport Board Representative</b>	-				
<b>Winter Sport Board Representative</b>	-				
<b>Spring Sport Board Representative</b>	-				

**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	<a href="mailto:stevensloan@gmail.com">stevensloan@gmail.com</a>
Website	-	Amy Kelso	askelso@gmail.com
Photo Sources	-	Emma Grace Moon (student)	purple
		<a href="mailto:emmagracemoon@gmail.com">emmagracemoon@gmail.com</a>	
		& Eakin Howard (student)	eakinhoward@gmail.com
IT Concerns & Advise	-	William Schneider	(please !)
			wfschneider@gmail.com

### **Fall Sport Representatives**

JV Football Team Parent - LaKesha McDay [ldfeimster@bellsouth.net](mailto:ldfeimster@bellsouth.net)  
V Football Team Parent - Danielle Green  
[dygreen41@gmail.com](mailto:dygreen41@gmail.com)  
Field Hockey Team Parents - Lisa Kayser [thekaysers@msn.com](mailto:thekaysers@msn.com)  
& 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 -  
Men's Basketball Team Parent - William Irby [wmirby2@charter.net](mailto:wmirby2@charter.net)  
Wrestling Team Parent -  
Swimming and Diving Team Parent - Sue and Tim Hanlon [sueandtimh@gmail.com](mailto:sueandtimh@gmail.com)  
Indoor Track Team Parent -  
Winter Cheerleading Team Parent -

### **Spring Sport Representatives**

Baseball Team Parent - Tracey Whitehouse [trace.whitehouse@gmail.com](mailto:trace.whitehouse@gmail.com) **green**  
Women's Soccer Team Parent - Tammy Tsiros & \_\_\_\_\_  
Men's Golf Team Parent - Jim Taylor [jimfredsox@gmail.com](mailto:jimfredsox@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)

### **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.*

Minutes from last meeting: Reviewed & Accepted? **Yes**

### *Corporate Business:*

1. Bylaws have been reviewed by attorneys Linda Vespereny and Amy Kelso  
Corporate documents to be filed with the Secretary of State:
2. Review proposed Bylaws here: [Bylaws](#)
3. Review insurance policy - [Rebecca met with Webb Ins. 8/23](#)
  - Current premium \$250 annually for \$300,000 general liability coverage. Increased coverage to \$1,000,000 without change in premium.
  - Directors and Officers insurance policy - would cost approximately \$900 annually
  - Cyber Risk insurance policy - would cost approximately \$900 annually - if a company will write one (Boosters do not have loss prevention policies in place)
  - **Hope Butterworth** is going to do some research about other non-profits and the policies they carry **Hope recommends we do not pay for cyber insurance. Will agrees.**

### *Secretary's Report:*

- Database of passholders -
- Database of team parents -

**Lucy Sawyer - officially resigned from this position. Hope Butterworth stepped up tonight and recorded the meeting minutes.**

- **The Board appreciates the time and energy Lucy offered to the Boosters, and we all hope she can find balance in her busy world.**

### *Treasurer's Report:*

- Banner Collections as of today are \$7100 compared to last years of \$13250. ( you can see who we have collected on the Detail year to date)
- Passholders collections as of today are \$9395 compared to last years of \$13625. (but we have only had 1 varsity game; sold at first 2 last year)
- P&L forwarded to President 9/12
- Hope: transition moving along? Needs? **credit card transferred to Hope from Sarah for Quickbooks purchase**

## Passholder Committee

Varsity Home games:

- **Three gates will have separate Pass holder lines** - Victoria Road, AB Tech parking lot, and Visitors side (tennis court) entrance. Fourth gate (field house) will funnel Passes through the regular line. **NEW SCHOOL RULE:** Every passholder must sign in and check a box with the type of pass they are using. Ex: Family, individual.
- TEAM PARENTS/ Passholder Committee - Please forward the gate information, and tell everyone to come at least 20 minutes before they hope to find a seat!
- Pass sales report Ashley and I are working on our report but sales have been strong and I think having the cards ready early really helped this year. It's still a good many of the renewals which of course at our price is a super deal! Despite that lots of parents have contacted me asking how/when/where do we get them or.... I haven't heard anything, etc so I think there are still folks wanting them.
- I still believe in the communication via our all booster email list and that we should send
- out a message that passes are for sale and also to check out our new website and volunteer sign ups, become banner sponsor and just plug our athletic boosters in general.
- The \$50 student pass is such a great idea and we need to advertise this as so many do not realize they can get that. I am happy to go spend the lunch hours next Wednesday the 14th setting up a table to sell at the school if we can get the "ok" to do that. And if the
- school will put on announcements, spread word via cougar nation, etc etc to bring \$\$ in cash or check that day I think we could get more interest in it. That is the day of the Reynolds Soccer game at home so would be a good day to push them.
- My daughter has send out messages to friends about them being offered and that's how
- I have sold some of them. Ashley and I will look over all total new, renew and student and be ready with that info at the meeting Monday.
- It's good to have the sign up online but without payment online I think it needs tweaking to be the most efficient. Something to figure out later for next year.

Discuss: Communication & payment options

Ask school to have a booster pass info call sent out. Tammy says she has not seen them for sale. Nancy also says we should plug the student pass, but how will they get them? Can administration announce and we can sell at lunch? Maybe along with Cougar Wear? Steve says we should ask the yearbook committee. LaKesha thinks we can catch parents at the Silsa Meet and Greet, and also at JV Football home games. Lance can get PE Teachers to blitz info out leading up to a lunchtime sale if ok'ed by Mr. Weinkle. Need to do it before the Reynolds game. Rebecca brings up needing paypal on our link, LaKesha brings up sending it out via tweets, etc.

## Concessions

- Sign-up Genius linked to website.
- Rebecca working to create monthly "Genius" calendars... anyone with experienced out there? - Please speak up.

- Team parents - how are things going? Sarah recommends parents go directly to sign up genius because there was some confusion. Nice to have a core to do both shifts rather than coming and going.
- Varsity games - FH, Wrestling, Swimming and Band left to cover.
- Tammy worries that spring sports won't get Fall parent support. Rebecca speaks to our idea of crossover where everyone helps. Steve says it is working great with soccer where jv and varsity each work during the others' game.
- Lance has to leave; he says thank you for a great start.
- We are doing a vote with a general majority of those present on whether to add paypal link to the website without the insurance cyber risk policy. Passes 100%.
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Melanie: Soccer, field hockey and volley ball parents are rockin it! I am working with a few parents now to further develop the "team captain" concept for opening and closings. Danielle Green really needs help with the football parents. She is really working hard to get them to step it up. Ideas?

Needed more volunteers at last JV football vs Erwin. Had some student volunteers, luckily.

- Student volunteers:

We have had students working. A policy of only two students per time slot on visitors and three on home side. NO STUDENTS handling money. I found that to prevent this, we must not have them working the window because when they do, folks hand them money, regardless. Sooooo, we will have them being "runners." The students who have worked so far enjoyed it and wish to come back. I have also spoken with faculty sponsors of our service groups and they will begin to send students.

Tammy and others all chime in that students working is a great idea.

- Half time chaos addressed:

Talked with the band director and she and I have come up with a system to prevent the "half-time slam" that we endured first homegame!

- **New:** For weeks with Thursday and Friday home games:
  - - Salads: Hopey & Co. - Contact: Doug Miller  
[doug.hopeyandcompany@gmail.com](mailto:doug.hopeyandcompany@gmail.com)
  - Purchasing 60 packaged salads on Thursdays, which will keep fresh through Friday night. Pricing: \$2.75 wholesale

Salads are a bust. Cougar combos are a win. Chicken wraps will continue with more chicken.
- **New:** For soccer and perhaps field hockey games:

- House made chicken wraps - heard these are good! Great idea.
- Cougar Combo's - 2 pizza slices/chips/drink or 2 hotdogs/chips/drink - \$6

**WANTED: Visa/ Square abilities at concession stands** This could create backlog especially at football games. It's not as fast as cash. Though you could have a special credit card line and if folks want to stand in it to use cc. They will have to wait.

How many folks are turned away because they don't have cash, asks LaKesha? Either from the game entry or concessions. Steve and Nancy discuss having a line for cards.

Will and Hope discuss whether or not we need a special \$49 chip card reader. Hope thinks not necessary; Will thinks maybe yes. General consensus is we need to be able to accept credit cards, one way or another. Also, we need a trained card swiper to work at the concession stand. Rebecca asks Will to take the lead on a division of trained volunteers who are qualified to take credit cards. Will and Steve will take charge of making sure concessions will be equipped with some type of credit card reader.

WiFi? Asks Will. Rebecca talked to IT; there is not enough bandwidth to boost it to home concessions. Will and Steve will pursue.

**Need: Someone with** insight/experience to lead this addition? Dedicated tablets? System costs?

## Banners

Sold ~20 banners to date (8/23/16 - JJ) - still working to sell more. No deadline!

Natalie Davis of Cougar Nation would like to find a sponsor to create a banner for the student section that says "the section". She has asked booster club if we could pair her with a corporate sponsor. I suggested ESPN radio. Thoughts or ideas?

- Can the students have a standard vinyl banner?
- White back with cardinal lettering?
- Banner income to date: \$7100

Rebecca will send email to Mr. Weinkle requesting info about student Cougar Nation banner. Will suggests banners for things like Cougar Pass, etc. as a way to advertise Cougar Pass. White on Red is us; Red on White being for sponsors.

## Cougar Wear

Shirts delivered to screen print company 8/19 - should be back in time for first game. Many hands and many hours have gone into Cougar Wear... Thank you all!!

- We have awesome new Cougarwear for sale so spread the word-
- Cougar Wear income to date: \$414 (expenses \$1842)

LaKesha says JV parents are asking for Cougar Wear; where can she direct them if not Varsity FB game? Can LaKesha have a way to show parents what we have and/or give an order to Cougar Wear reps? Shannon and LaKesha will talk.

Can Cougar Wear be online so parents can see what is available? Steve brings up using a website (name?) where anyone can go to the site and buy what they want using his logos and Boosters will get a cut. Rebecca asks if we can link it to Booster Website? Amy Kelso will manage the Booster website; perhaps with help from Will.

**Seasonal Sports Representative Committee** shall represent parents from Fall sports, Winter sports and Spring sports which are serviced by concessions. The Seasonal Sports Representative Committee shall be co-chaired by three individuals, each of whom represents either the Fall, Winter, or Spring season. The Committee shall represent the votes of the parents of the individual athletic teams.

a) The Athletic Team Representatives shall be parents who have been identified as spokespersons for each individual team. These representatives, shall, in coordination with the Team Coach, organize and mobilize the parents involved in the respective sport in an effort to achieve the objectives of the Athletic Booster Club. Specific emphasis shall be given to promoting volunteering for fundraising through concession sales and forwarding Board Meeting information to the team parents.

- **Need: 3 Seasonal Sports Reps**
- To round out the voting members of the Board
- Please consider stepping into this role
- Team Parents: What can help you the most?

## **Programs**

GameDay Media was our contractor for 2016-2017 fall sports programs. They contracted to pay the Booster's \$2500 to sell ads in our market and produce the program for us to hand out for free. Payment should be received in October.

**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.

### **Twitter, etc.**

Emma Grace Moon is offering to create a Booster Twitter account to post up to date happenings

- Post photos
- Events for tweeting & retweeting

Instagram page

- This will be another important social media platform that will help promote the booster club and sporting events.
- Post photos of the charity events as well as game shots.
- Sponsorship acknowledgements
- We could tell students and staff to use the hashtag, #cougarbooster when they post a photo from an athletic event on Instagram. We would repost the photos we like the best and acknowledge the student or staff who took it. This would help promote the booster club on social media.

Super ideas here to let EG Moon create Twitter and Instagram pages as seems to be the huge Way to reach our students..... Anything to promote COUGAR PRIDE and SPIRIT!!

Wonderful!

Very excited about this as this is definitely the way to the students heart!

Will says this is where we will have to be careful in terms of cyber security. Social media platforms - you need adult control over media messages. Denise says remember Emma Grace interned at NYTimes, and has good background for this work. Rebecca says we are still in the works with this. Do we need a twitter committee? LaKesha and Denise suggest that Booster twitter could operate under the same social media policy that the school uses. It's in Code of Conduct. Rebecca will track this down.

### ***NEW BOOSTER OPPORTUNITIES:***

#### **Fundraising:**

##### **Olive Garden Dinner Nights:**

- **Olive Garden Catering Delivery** ( up to a \$2,000 retail value) to be held at the school in October and April
  - The catering events can be used as a fundraiser or other large event to thank parents, faculty and supporters of the athletics department
  - The catering events *must* take place at the school and cannot be used for team meals
- **25 Game meal passes** offering various discounts for team meals
- **150 Booster pass coupons** to distribute to athletics supporters
- **Banner** customized with your school name to be placed in an athletic facility

Olive Garden will purchase an at-cost banner (\$150) in addition to providing approximately A 100 serving pasta bar catered style for which the Boosters can sell tickets- or promote as a walk up tailgate. Consider GF pasta as a choice if available.

At \$10 per ticket - Potential to raise \$1000 each Dinner Night. \*\*

Vote with majority present on us having the olive garden fundraiser on October 14, Homecoming ( Varsity vs. McDowell) in the cafeteria. 100% pass of general majority.

- **Date confirmed: Friday September 30th - AHS vs AC Reynolds**  
**\*\* now up for discussion\*\* we control the date**
- Olive Garden has changed their offering - Now offering 100 servings for the catered event.

**FYI - Band fundraiser:** Friday September 30th. The Band has put in a request to the school to bring Luella's BBQ cooker into the field onto the grass of the visitor side to sell meals - and have tables (I believe). They previously have held this fundraiser in the cafeteria. It is my understanding that it is not confirmed as of 9/8. The setup and breakdown would have to take place before and after the game.

(Personal note - from Rebecca) - I have heard much discussion about previous tense relations between the Athletic Boosters and the Band, and I have seen a new spirit rise within the Athletic Boosters to create a community of parents who all seek the same goal: the best high school experience for our students. Will concession sales suffer, perhaps. Will school spirit rise, perhaps. Will the Reynolds parents wish their children came to Asheville High? Hmmm.

Please discuss this item here on the Doc:

I think if this allowance will create goodwill and a sense of community with the band then we should do it. That being said I would make it clear that this is not something we are willing to have at all games and I am assuming the band handles set up, clean up and staffing.

Agreed! We mos def wanna extend an olive branch (pun intended) to the band

WE absolutely should support the band. They support our football team. I would love to see some of our football players show up at one of their competitions to support the band.

Lance speaks about this fundraiser: if Reynolds game, big crowd no matter what so probably a win win. Mr. Weinkle is an advocate for this fundraiser, likes the goodwill gesture. Rebecca says no absolute confirmation yet. The band will run the whole thing. Will used to be band president, speaks to need for band fundraiser, band needs the funds. Speaks to previous tension between band and boosters. Suggests a pep band for travel. Lance agrees; Rebecca agrees.

Rebecca talks about Olive Garden fundraiser - was secured for same night, so we need a definite answer from the band so we can plan for Olive Garden. LaKesha suggests a hard stop date for band. Rebecca says she will have a conversation with band tomorrow. Will says

Luella's is very hard to pin down. Good to know, says Rebecca. Let's take a step back from the 30th.

Looking at alternate Olive Garden dates... Maybe Homecoming?

Nancy says we need a definite date on the website for Homecoming.

### **Amazon Smile**

Amazon's newest charitable donation program, Amazon Smile, allows any and all users to choose a non-profit of their choice to 'link' to their account and a small percentage of all linked purchases go toward the non-profit. Boosters are not required to do anything but sign up and receive checks.

- Similar to what Ingles does with Tools for Schools or Target with Take Charge of Education where they link the loyalty cards
- Annie opened a savings account to initiate our connection
- Rebecca pulled the contract and will complete the application
- Information about Amazon Smile will be added to the website
- Pass the word : Once established, a General membership email to go out

This weekend Annie and I will finish setting everything up to move forward with this... I will update the Brainstorm when we do!

In process

### **Scholarships or Cash Award**

"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.

- **Need:** Someone to chair this committee and establish the guidelines. Rebecca has documentation to reference from other schools who have this in place

### **FYI**

#### **Cougar Sports Network - will air:**

**Sept. 30th vs Reynolds**

**Oct. 14th vs McDowell**

**October 28th vs. N. Buncombe**

**plus maybe a few home playoff games (if any)**

The games will be live on Ustream([www.ustream.tv/channel/cougar-sports](http://www.ustream.tv/channel/cougar-sports)), & replayed on Charter Channel 188. Channel 188 is also being streamed live here: <https://avleduconsort.viebit.com/>

**ESPN** will produce: **live** broadcasts of all Asheville High Football games - home and away.

Broadcasts found: 1310 AM

970 AM

97.3 FM

Next meeting : Monday October 10th - Parent/Teacher Conference day.... Do we postpone or remain?

October Monday

Conflicts : 3rd - Board of Education mtg.

10th - Field Hockey at home

17th - Soccer at home

Leave date of meeting as Monday the 10th

Rebecca says she is hearing we need more conversation outside of meetings. Nancy has permission to move forward with Lance to sell passes in other places (?); advertise on facebook. She got no response from email. Discussion about getting volunteers for Middle School football concessions.

Meeting officially closed at 7:04pm