

Asheville High Athletic Boosters
Board Meeting 11/14
5:30 - Alumni Center Conference Room

MEETING MINUTES - recorded in red

2016-2017 Executive Board and Committee Chairs

President - Rebecca Tucker - **Blue** rjd.tucker@gmail.com
Vice-President - Sara Metzger **Purple** metzsciver1@aol.com
Secretary - VACANT
Treasurer - Hope Butterworth **Dk Cyan** hope.butterworth@gmail.com
Passholder - Nancy Hutchins **magenta** NancyHutchins7@gmail.com
& Ashley Dotson ashleydotson@beverly-hanks.com
Banner - Jill Jones jilljones.asheville@gmail.com
& Charmion Rush **Dark Green** 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 - LaKesha 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 **Burgundy** dturner@rhanet.org

We ended season 1st in conference, 1st in Region and 4th at State. Haven Honeycutt finished 1/1/4 - amazing!

Fall Cheerleader Team Parent -

Winter Sport Representatives

Women's Basketball Team Parent - *I have written an email to a few girls basketball parents to ask them to consider the position and I am currently waiting for coach to give me all emails from girls team to ask all parents*

Men's Basketball Team Parent - William Irby wmirby2@charter.net

JV Men's Basketball Team Parent - VACANT

Wrestling Team Parents - Glenda Weinert
glenda.weinert@gmail.com

and Coalter Lathrop

coalter.lathrop@gmail.com

Swimming and Diving Team Parents - Sue and Tim Hanlon

sueandtimh@gmail.com

Indoor Track Team Parent - Denise Turner **Burgundy**

dturner@rhanet.org

Winter Cheerleading Team Parent - VACANT

Spring Sport Representatives

Baseball Team Parent Tracey Whitehouse **dark orange**

trace.whitehouse@gmail.com

Women's Soccer Team Parent - Tammy Tsiros

t2ct@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

Present Tim Hanlon, Denise Turner, Lance Abernathy, Jamel (Jay) Marsh (football youth league), Melanie Robertson, Rebecca Tucker, Shannon O'Neil, Levette Campbell (community ACS parent), Sara Metzger, William Irby, Hope Buterworth, Tracey Whitehouse

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.

Vote to adopt:

Minutes for 10/10 **Vote: pass**

Minutes for 9/12 **Vote: pass**

Corporate Business:

Social Media

- **Policy - Please Consider:**

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.

- In all instances, be respectful.

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

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

- 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.

Comments: Who will police this? Presumably, Will Schneider, or whomever in future is the IT person.

Rebecca adds we would like to send out a Booster newsletter in future.

Denise - add "inappropriate" under guidelines - we won't tolerate inappropriate content.

Add umbrella of ACS policy.

Denise is asking for provisional voting on policy as written above with suggestions to be added.

Vote in favor carries.

VOTE:

Secretary's Report:

VACANT BOARD POSITION - We need a Secretary!! Thank you Hope for stepping in.

Treasurer's Report:

Annie Orr has served as Booster Treasurer for the past four years. The Boosters thank her for her dedication, accuracy and enthusiasm!

Hope Butterworth steps into the treasurer position full time, effective October 31, 2016.

Motion made to send thank you gesture to Annie Orr. \$50 Visa gift card and thank you note. Rebecca will purchase card; Sara will get thank-you note, we can sign at next meeting.

Some numbers:

YTD Net Income (income minus expenses) is \$32,823.92. We are right on track for the year. Last year this date, Boosters had raised a net income \$32,591.98. Way to go, everyone!

Here is the **net income** breakdown by category - remember this is income minus expenses. I can give you the raw numbers if anyone wants to see them.

Banners: \$8052.21

Passholders: \$12,761.13

Concessions: \$11,436.34

Cougar wear: - \$1416.13 (negative b/c we just made a big purchase of merch)

Program income: \$2500

Olive Garden fundraiser: \$359.02

Concessions note - even though we had one less varsity football game this year, the other sports concessions have really stepped up and exceeded sales from last year.

Thanks to Field Hockey, JV Football, Middle School football, Men's Soccer and Volleyball team parents who organized concessions.

Also, not included in the net income number above is the last Pepsi purchase, since I have not received an official bill yet, but that will knock the Concessions number down by about \$3000. Presumably, that is stock that we will sell at future concessions so the numbers will even out again.

Boosters made a \$100 donation to the Buncombe County Humane Society in memory of Britt Amos, son of Tim Amos who is the creator and continued manager of the Cougar Sports Network.

Rebecca shared a note of thanks from Tim Amos for the donation.

Treasurer's note - in quickbooks, there were two similar charges at Staples, one for printing the Olive Garden tickets and one for Cougar Nation banner. I originally mixed those up and had to go back and re-assign them. Hence, a small change in the numbers from Banners and Olive Garden fundraiser from what I reported last month.

Passholder Committee

- How can the pass sales move more smoothly for the future?

Can next year's Booster Passes have the Booster website address on the back? How about amazon smile info? What else?

Online payment will be up and running for next year.

Look into Stripe instead of Paypal, consider that as an option. Talk to Tracey, avltennis.com.

Concessions -

Melanie is meeting with health inspector tomorrow. Volunteers don't have to sign health policy forms, as long as it is posted over the sink where we wash our hands.

Sign up Genius has been great, as well as google docs. Team parents have really stepped up. Having students help has been super. Shout out to Bella, especially.

Possible extra VFB game, so we will wait to do final clean up of Home Concessions. We will know about this Friday night. We will need to move drinks soon. Lance will ask Coach Phillips about 4th period Basketball kids to help.

First basketball game is November 10th. (girls scrimmage)

First track meet (in years) is November 30th.

Do we need Home side concessions open? Buses will be parked at AB Tech, most likely, so we would want Home side open. So - wait on moving drinks until we know for sure.

Melanie and Lance will have a conversation to plan for logistics.

Can we reach out to teams who don't host concessions to help out? Girls soccer or Tennis, for example. Tennis regional concession were a goodwill gesture, but didn't make much \$.

Newsletter, announcements.

Baseball and Softball never have concessions - can we work on that? Lance opened visitors concessions for Baseball a few times last year, but it's too far away to make any \$. Maybe a rolling cart? Or open Home side instead of Visitors? Scott used to sell out of his truck - do we have a baseball parent willing to do that? Tracey will look into doing the cart, asking parents.

Visitor side concession - water heater closet. Cleaned out and ready for fire marshal inspection. There is to be nothing placed in front of the electrical box. It is hopeful that the freezer can remain in the room.

- Looking into the future: Basketball concessions
- Visitor stand prep for winter/spring
- Home stand clean-out?
- **NEED:** Volunteer parents - a group... not just one person

I 2nd that we definitely need a "concession team" for basketball. Also how are we on the idea of having "teams" take some of the bigger games. This would need to get on calendars for those teams. The athletes need to pitch in here. But it will need to come from the coaches of each team that this is how they "give back" to the boosters. I will encourage my kid to volunteer but if his coach is asking him, it will have a greater impact. Can we tap into National Honor Society kids who need volunteer hours? Basketball concession was dusted and wiped down after volleyball but it needs to be stocked as well as the drinks fridge in basketball gym. I have keys I will give back to Rebecca and Melanie at the next meeting.

I'd also like to add another big "3 cheers" for Melanie and all her efforts to revamp our concession managing structure. This takes time and "buy in" from all stakeholders! Thanks for your efforts especially during a crucial senior year for your family.

Track Concessions: I noticed there are 3 "Polar Bear" (Indoor Track season, but outdoor meets) at AHS. I'm thinking there will be concessions. The meets are on 11/30, 1/7 and 2/1. I'm thinking I could get track athletes to work some bb games in trade for

these. Not sure what the plans are for concessions at these meets, but want to put it on the radar as we have not hosted these meets in the past. Denise

Volleyball: This year Sara opened the volleyball concession at 4. Then an assigned worker showed up at 5 and another at 6. One person serving JV and the other Varsity.

Improvements: Have more than one person available at 4 for set up for the season

- Restock drinks halfway through season. (ran out of water and gatorade)
- The parents stepped up because the Team Parent assigned roles. Eliminating some freedom, but increased equality of labor.
- Income: UP! (Income this year was \$1275.50, up from \$868.50 last year)

OBSERVATION: When the coach steps up and asserts that every parent will take on an assisting role with the responsibilities, there seemed to be less resistance.

- Does the prospect of cooking turn volunteers away?
- Do we consider buying pizza and Chic-fil-a for Basketball games?

Field Hockey: Income this year \$481.80, up from 0 last year

Men's Soccer: Income this year was \$3988.51, up from \$2646.00 last year

JV Football: income was \$2843.00, up from \$1823.40 last year.

Middle School football : income was \$1089, down from \$1977 last year. Needed more volunteers so we could offer hot options for at least one game - work on that for next year. Communicate better with Coach Holton before season starts. Also, had one less game this year. There are parents that want to do Middle School Boosters/Junior Boosters. What can we do to encourage that? Invite Coach Holton to the next Booster meeting. Jay adds: get kids involved, that gets the parents involved. When kids are allowed to work in exchange for drinks/food, they want to be involved.

Powderpuff game : income was \$190, down from \$313 last year.

Varsity Football total: income was \$23,113.83, down from \$27,467.63 last year (we had one less game this year).

Recycling? Is there an environmental group on campus that could help? We could provide blue bags and skeletons, but it needs to be right next to a trash can, otherwise blue bag will be contaminated.

Test with Basketball season. Put recycling right at the top of bleachers on each side, and one by concession stand.

Suggestion: service project for 50/50 - include gym beautification.

We haven't done 50/50 traditionally with Basketball; school controls that. Previous suggestions include Raffle type 50/50 for basketball. We don't have approval for that yet. Could we get donations for raffle items?

Service project group who can help with recycling bottles during the game? Like the Band does.

Trash - have your announcers announce about trash at the beginning, middle and end of game.

Banners

Time to move the banners! In the past the banners have been moved into the gym by one of the school custodial staff... rumor has it... this person will not move them this year.

- Do we have some volunteers?

Could a team/school organization do it as community service?

Ladder climbing involved... don't think students would be allowed.

Tim Hanlon and William Irby have offered to assist in moving the Banners. Lance said he and John Michael will bring the banners to the gym and secure the needed ladder.

Proposed date - November 25th (before that evening's basketball game)

- Join this committee - we are doing great... but an earlier launch may increase responses.

Website - Updates:

Some Banner photos have been added... (an experiment - needs improvement)

Team Parent names added

Minutes added

- Handoff? Amy Kelso

Banners for Seniors? Erwin has them - parent purchases them or gets a sponsorship. Can we do that? Sara knows what they look like. They hang in the gym during their sport. Problem could be that all cannot participate.

Newsletter

We want one. Rebecca will talk to Tracey. Jamel: programs print for .50, sell for \$5. He will get name of printer if we want it.

Technology

Google Apps

- Running -
- **Twitter, etc.**

SSL Certificate

Cougar Wear

Steve, please update us with the opportunity to sell Cougar designs online

I will sell some Cougarwear at basketball games. I learned from last year what items sell and that Friday night games are the only games that merchandise moves.

More Keenan Hines designs please :). Denise

- Status of next order? (from Steve) Plenty of stock remaining.No plans for reorder

Winter Sports Program: Information being collected, and photos being forwarded to GameDay Media.

In process.

NEW BOOSTER OPPORTUNITIES:

Fundraising:

Teams that are do not have concession opportunities for their team sport:

Swim/Dive

Wrestling

Track/Cross Country

Tennis

Golf

Olive Garden:

Total raised: \$359.02.

Income was \$540. We paid \$106.43 to print tickets and \$74.55 for a school Nutrition worker to be present in cafeteria.

- Spring date April or early May

Future: There must be a better way - 17 people were served: the remaining servings were delivered to

Denise Turner, [Charmion Rush](#) and Maeve O'Conner - Please give us your thoughts here: I think that this was a great pilot-run but yes, there must be a better way. My thoughts...

a) I really do not believe that this event was well advertise. From my end, I received an all call/VM from the school the eve of the event. Perhaps, through our future website or the weekly reminders (via email & VM), we can get the word out sooner.

b) Pre-ticket sales would have helped tremendously. Is there anyway we can assign ticket sales to [Fall] team members to sell? A minimum of two tickets per athlete?

c) Although, a wonderful meal, the "price" of the tickets may need to reconsidered; especially when we consider students as our customers. Being in the front for ticket sales, I heard on a numerous occasion that \$10 was too much to spend all in one place.

d) Let's consider to go boxes, as well as the sit down option. For many, they wanted something that was portable. To go boxes may be one option to sell "more" boxes at a reduced rate.

e) Location, location, location! I really believe the cafe was not the "best" location to sell. I really liked the idea of selling within the gates. I'm not sure which organization sold the BBQ under the tent on the visitor's side during a football game, but I do remember seeing boxes of BBQ everywhere! Even if we can't sell within the gates, could we sell somewhere the entrance?
f) Let's try this again next Spring. What main event could we combine this dinner with some of the suggestions/modifications implemented?

Use for Sports banquet? Or Hall of Fame banquet (Lance)? Jay: invite your vendors as a thank you?

Let's think on it.

Sara: presale, pre-boxed meals - drive through?

50/50 Team portions:

Volleyball \$680

Wrestling \$267

Field Hockey \$759

Band \$377

Swimming \$334

We need to advertise. Look at Pisgah game that made thousands of dollars, advertised that they accepted credit cards. The split was about \$17,000.

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. Amazon 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.**
- **Web page also**

Scholarships or Cash Award

Committee: ?

- Dr. Vaughn to write up requirements for scholarship he has offered to partially sponsor
- Need: additional sponsors

Sports Banquets - Is there any way to hold these banquets closer to the end of the sport season? We've waited a really long time after the sport is over, and I think that is primarily to get all the "swag" (trophies, plaques, shirts, etc) in. These items are FANTASTIC, and a real big hit. Any way to order these sooner so banquet can occur more timely? We know all the results now.

Coach Cunningham had his surgery at Duke on 10/26. Successful, but very hard recovery! Please send him well wishes! He LOVED his Keenan Hines designed shirt!

- Phone (828) 575-4879
- Home/Asheville: 25 Hollywood St Asheville, NC 28801
- Email: rocky.cunningham@acsgmail.net
- "go fund me" account established for him to help off-set these expenses. Below you will find the link and there is an explanation from him about his situation.

<https://www.gofundme.com/2ddm936k>

The coaches of the sport pick banquet dates; not booster club

Other fundraising opportunities from Jamel and LeVette: invite pro players to be present at your events, advertise. Host camps for kids with pro stars, look for Asheville natives. Open Concessions. Ask Mars Hill football team, etc. Volleyball camps. Contacts and who you know - find a people person to lead.

William: basketball team will have parent meeting this week, probably Thursday. Rebecca will send suggestions. Get spreadsheet of parents contact info.

Meeting adjourned: 7:20 pm

Next meeting : Monday December 12th