

Asheville High Athletic Boosters
Board Meeting 5/08/17
5:30 - Alumni Center Conference Room

In Attendance: Lance Abernathy, Melissa Abernathy, Sara Metzger, Denise Turner, Shannon O'Neil, Rebecca Tucker, Tracey Whitehouse, Rockelle Hancock, Charmion Rush, Melanie Robertson, Nancy Hutchins, Bryce Sloan

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
& Ashley Dotson ashleydotson@beverly-hanks.com
Banner - Jill Jones jilljones.asheville@gmail.com
& Charmion Rush Red charsingl@yahoo.com
Programs - Rebecca Tucker rjd.tucker@gmail.com
& David Burdette david.burdette@acsgmail.net
Concessions - Melanie Robertson Green melanie.robertsonpottery@gmail.com
Cougar Wear - Shannon O'Neill China Blue 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 - Dr. Terrence McAllister terrence.mcallister@acsgmail.net

Current Board Members at large

Cougar Wear - Bryce Sloan Dark green brycesloan1@gmail.com
& Steve Sloan stevensloan@gmail.com
Website/Facebook - 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 - Jay Marsh (Jay) jamelmarsh33@gmail.com
ACS City school parent - LeVette Campbell lacampbell06@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 Parent - 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 VACANT
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
dturner@rhanet.org
Winter Cheerleading Team Parent - VACANT

Spring Sport Representatives

Baseball Team Parent Tracey Whitehouse **Lavender**
trace.whitehouse@gmail.com
Women's Soccer Team Parent - Tammy Tsiros
t2ct@aol.com
Men's Golf Team Parent - VACANT
Men's Tennis Team Parent - Amy Kelso
askelso@gmail.com
Track Team Parent - Denise Turner **burgundy**
dturner@rhanet.org
Softball Team Parent -

rockelle.hancock@acsgmail.net
melissa.abernathy@acsgmail.net
5abernathys@gmail.com

Lisa Kayser sent an email stating that Carol Craig (mother of rising sophomore Claudia) will be the girls cross country team representative
carolhancockcraig@gmail.com

Minutes from 3/13/2017 Board Meeting - Reviewed Passed

NEW ON the Calendar: Playoff games? Tennis Home 5/9

Baseball away

Soccer home 6pm Wednesday \$6 entry - passes do not work **have Amy Kelso post on Facebook

Long shot - Baseball home Friday afternoon. If cox mill wins.

Corporate Business:

UPCOMING VACANCIES: President, Concessionaire as well as Vice President.

Rebecca has created a roadmap with a notebook of how to, what to, etc for the next generation of leaders. We initiated sign up genius this year. We initiated team parents for each sport. Communication with Lance has been excellent. He has been willing to help at every turn.

Melanie noted again that we need a personal invitation.

- Reach out now for people to fill these positions. I will act as past-president offering oversight for the next officer as Mitchell will still be at AHS. Melanie's last child will have graduated.

Please reach out to anyone you know that may be interested in joining our board. NANCY noted that Buncombe County boosters seem to have more a community effort. How do we get there?

Denise I noted that Nancy was honored at Celebrations of Champions. Nancy noted that nothing replaces the face to face contact, introducing yourself and asking someone to join in.

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.

Treasurer's Report:

The numbers so far for the year:

Banner (income minus expense) = \$6357.21

Passholder (income minus expense) = \$13,661.13

Cougarwear (income minus expense) = -\$1269.44

Program income = \$4500

Total Concessions = \$15,917.76

We have raised a little over \$38,000 this year! Way to go, everyone.

So far we have disbursed \$17,500.00 to the Athletics Department.

I haven't seen a check yet from Zoe's and am also waiting on the Amazon Smile deposit which should be coming in the next week or two.

Make sure to get the \$100 change from Cougarwear and Passholder committees back to me so I can deposit it back into the bank account.

Sorry I won't be able to be at the meeting - I have a family obligation. Let me know if you need any more info and I'll add it here.

Passholder Committee

Nancy reported. There is a database being compiled of passholder families. The goal is for it to go to the secretary. And every team parent will have this and send back to the secretary with additions. Is important to have name associated with the email. We can then build a constant contact database for a periodic newsletter. People on master list may not have a kid at the school anymore but they may want passes. So don't take off list unless they ask.

Concessions

Sign up genius. We have used the basic free membership. Do we want to use the paid membership that sends a personalized email to sign up to parents.

Melanie wants to put a survey together to ask parent volunteers about concessions.

Short. Maybe 5 questions. Send ideas to Melanie. Did you feel like you served too often?

Food Choices?

She wants to create a training video with mascot. Can go on facebook page, youtube channel. Melanie has trained a number of people who now no how to open and close the concessions.

- **Home side/visitor cleanout date: Need 6-8 people for visitor side. Home side 2-3 people. Date to be determined after playoffs. An email will be sent out to the board once date is set along with parents who have told her they would help.**
- **Gym concession needs to be cleaned as well - date: 2-3 people needed.**
- **Fall team parents seem to abandon ship after their season is over. We need to keep them engaged.**

- Visitor's side clean-out date: (Last date of use, Saturday May 13)

We can have separate "clean-up" teams set at different dates. I would like to start clean-up asap, perhaps as early as next week.

KEYS: I am missing keys that were marked as "gym keys" set. I am also missing a homeside key and the homeside gate key. I recall giving it to someone, Rebecca? But can't completely who I gave it to.

Banners - Banner Committee members please write an outline of your sales process.

New Lead: Pamela - from AllState Insurance (new to the area)

828-281-8116

Would like to get involved (sponsorship)

I did speak with Mrs. Summers. I also left a 2 messages with her secretary & sent an email. I believe she's still interested but still had a few Qs (\$500 sponsorship criteria?, Other insurance agencies involved? & Who should she make the check payable to?). I will follow-up at a later date. (comments from Charmion Rush)

Sales begin in July for the next school year. We typically do not pro rate banners.

Suggestions to contact DeVecchio's and Chick Fil A as we are purchasing food from them. Lance wanted to know why we don't get sponsored by Ingles?

New Lead: Aaron's

Ben Harber/ General Manager

801 Fairview Road Ste. 13

C1455@aarons.com

Had a meeting with Ben on Thursday and Aaron's is interested in a banner for the upcoming year. Lance was interested in offering them a discounted price because they are going to potentially offer income/hardware to the Boosters quarterly. Nothing confirmed. They are going to be partnering with Asheville High on some technology donations, and are looking to increase their presence. Offered to host their "sound system" truck to pump up the fans at events as well as cases of Aaron's branded mini water bottles. This could be in the parking lot, like a tailgate event. They possibly will partner with the Patton Ave Aarons. They may have a technology product that is cycling out that we can purchase inexpensively possibly get for free. Like an Ipad for the baseball team. The concession stand needs a new refrigerator. The baseball concessions needs a refrigerator. Tracey will post on Nextdoor neighborhood site to see if she can get a donation.

Sara has spoken to Lulu Lemons about sponsoring.
Melissa will speak with Asics about sponsoring.

Website - Will Scneider will work with Hope in enhancing the website.

Scholarships and/or Cash Award

- Booster application/qualifications in process:
https://docs.google.com/document/d/1jC6iKNWM9G2fpYefkTd8MbLDPdzFb2TtVC_lexjvf30/edit?usp=sharing

Postponed - perhaps this will launch next year Dr Vaughn had offered money but only if we raised matching funds but we never got this moving. What if the scholarship could be sent through the ACS Foundation? The vision was the unsung hero award. It may not fit under the guidelines of the ACS foundation as they need to be merit or need base.

Newsletter A wish for the future. Constant Contact is easy and affordable.

Technology We have a social media policy now. We had a student running our twitter account for 3 months but no longer is involved

Social Media -

Winter Sports Program: Coach Burdette has contracted with GameDay and the football team will keep the funds. We made \$4500 for that this past year. The Fall sports program has been released.

Cougar Wear - New design ideas Keenan Hines and Santez Booze, both are track and cross country athletes who designed new designs. Santez will email his drawings. Keenan's drawings were passed around and folks marked their favorite.

Cougar wear is stored in the baseball press box. Cougarwear will purchase bins to put the cougarwear in so they can be stored properly

NEW BOOSTER OPPORTUNITIES:

Fundraising: 4/29 celebrity event was a bust. We lost \$600 in concessions as the event was not well attended.

50/50 - Celebrity event raised \$200. Split \$100 for winner/\$50 to Asheville Youth League/\$50 to Boosters

Thanks for organizing that, Rebecca! It was a fun night.

Great evening that I believe was appreciated by all! A wonderful idea to honor our volunteers! 90 folks attended. The left-overs went to teacher appreciation the next day. Folks really liked the food.

ZOE's Kitchen - Spirit Day opportunity - **March 28th**

Jimmy Weinstock
334-414-3840

We made \$331.44 during our Zoe's Kitchen AHS night.

Waiting on a check from Zoes.

Also I met with a rep from Lululemon and we are presenting ideas for fundraising to their leadership team

Barleys/ Salvage Station is a possibility for another fundraiser. If a different person can take one month and find one restaurant to host us as a fundraiser, it wouldn't be much work.

Amazon Smile

Supposed to see a deposit around 5/15/17, so should be coming up.

Closing remarks from Rebecca. She is grateful for all the team parents who stepped up and rallied the parents to help with concessions was remarkable. Every single parent who stepped up did an amazing job. Please thanks these parents when you see them.

Sara remarked that the transparency Rebecca created has helped in the getting the word out that football doesn't get all the money. In fact, we spend more on swimming renting the pools.

The board expressed their thanks to Rebecca for her leadership, vision and openness to new ideas.

Lance requested \$12,500 for the athletic teams. Approved.

Our student government and cougar nation did a great job serving concessions. Can possibly be a micro enterprise for business students.

The price of admission for varsity football will go up to \$7 for the fall of 2017. There will be some special rates for students, like wacky wednesday or \$2 Tuesdays periodically. There has been discussion about letting students in free, this is the way to make that happen periodically.

Next Booster Board meeting 6/12 summer break. Move to June 5th and everyone on board to invite 3 to 4 people. Invite new parents who are rising from the middle school with all call from April Dockery. Volleyball is having a meet and greet this summer. Can every sport have that?

Meeting adjourned: 7:10

