

Asheville High Athletic Boosters
Board Meeting 2/13/17
5:30 - Alumni Center Conference Room

Meeting minutes in Red

In attendance: Lance Abernathy, Shannon O'Neil Steve Sloan, Hope Butterworth, Melanie Robertson, Sara Metzger, Rebecca Tucker, Nancy Hutchins

Stand-in Secretary: Rebecca Tucker

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 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 - Rob Weinkle robyn.weinkle@acsgmail.net

Current Board Members at large

Cougar Wear - Bryce Sloan brycesloan1@gmail.com
& Steve Sloan stevengsloan@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 - Jay Marsh (Jay)
ACS City school parent - LeVette Campbell

jamelmarsh33@gmail.com
lacampbell06@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 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 - Jim Taylor **GREEN**

jimtredsox@gmail.com

Men's Tennis Team Parent - Amy Kelso

askelso@gmail.com

Track Team Parent - Denise Turner **burgundy**

dturner@rhanet.org

Softball Team Parent -

No January meeting - Brainstorming conversation to be included

ON the Calendar:

2/16 Rising 9th graders AHS meet & greet 6:00 Medial Center - Thursday: Sara, Lance, Rebecca to attend -Sara will check Staples emails to find the passholder info. Sara will check to see if Ashley Dotson could attend.

2/21 Spring Sports meeting 6:00 in main auditorium - teams to break out for coach conversations - Tuesday night: Need many volunteers to meet with each team and stress the importance of concession sales adding to the bottom line for Booster fundraising. Discussions need to be focused on reality of money raises funds for all sports. Ask: Do one Thing! Coaches should ask their parents to serve one term in the concession stand... are they willing? Sara suggested that a form be created that would be available at the team meeting night, then the team parent follows up to have the volunteer go through the sign up genius. Who will be the Booster Board members who will step up Tuesday: Spring sport representatives should step up. Rebecca to speak to softball parents. Send an email to the team representatives to come at 5:45 to get info regarding concessions

3/1 First home soccer games

3/9 NCAA Clearing house meeting and recruitment information session 6pm - Lance is asking the Boosters to get the word out. Rebecca can ask Amy Kelso to add this information to the Booster Facebook.

Corporate Business:

Asheville City Schools Foundation has asked the Boosters donate school spirit items such as t-shirts, hats, and a family pass to the upcoming Night of Champions. May 6th - Vote passes to provide a certificate for a family pass and some assorted cougarwear. Nancy and Ashley will create this certificate.

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:

Hope, please continue to write out the treasurer processes for each sport/game (I sent you initial document) Will do.

Filed annual application with Health Department - Documents to be placed on record in Corporate documents (Hope, please forward copy to Rebecca - you keep originals) Sent to you by email.

PAYPAL Update: \$436.65 transferred to Booster bank account 2/10. Funds received from T. Scanlan \$450.00 12/31/16

YTD numbers:

Banners Income (\$8675) minus expenses (\$2317.79) = \$6357.21 (Not included is T. Scanlan via paypal - is that a payment for Banners?)

Passholder Income (\$12805) minus Expenses (\$43.87) = \$12,761.13

Cougarwear Income (\$1996.69) minus Expenses (\$3316.13) = -\$1319.44

Program Income = \$4500

Total Concessions Income (\$43,450.64) minus Expenses (27,490.59) = \$15,960.05

Basketball has been very good. We made \$8669.50 this year before expenses on Basketball concessions. The last game with Erwin made \$1789.50! Way to go, concessions team!

Thank you Hope for keeping us informed.

Passholder Committee

Nancy says she will meet with Ashley soon to look toward next year.

Concessions

- Home side cleanout date:
- Gym concession needs to be cleaned as well - date:

Home varsity baseball games start March 10. I can't imagine getting anyone but the baseball parents to do it and no one will be willing to miss their kid play while staffing the concession stand. I guess it is possible some of these dates coincide with women's soccer?? So occasionally the stand will be open anyway. We can't swap out with the JV team parents as their games are always away when ours are home. We could possibly have a dry goods "cart" with peanuts, water, etc that we can "roll" out for home games. Can (ask Lance) we store something either on the home side concessions or in the press box area for baseball, that we can easily roll out for the games. Do we have something like we can use? A big cooler on wheels would work too. I won't have the names/contacts of the parents of either team for a few weeks. Once we have decided what we can do as far as concessions, i can recruit parents to help. Also, it will be helpful in recruiting parents, to let them know what the boosters does for the baseball team as well as other sports. The perception is that the football team gets all the money. I think I remember we spend more on swimming than anything else? If so, I never had that communicated to me (as a swim team parent- my exchange student) but she came to our home mid-season. So do we have a bullet point document that I can impress the baseball parents with that shows how we spend money. Is it on the website?

Tracey, excellent observations.

1. Booster Website has all spring games listed for concession sales - included are soccer, baseball and track
2. Boosters have a tall rolling cooler and rolling shelves. Rolling cooler in visitors stand, shelves in pressbox (currently holding cougarwear) Dry goods could be stored in press box, but the lower level has band instruments often stored there, and therefore many keys. Home visitor stand has a lockable rolling cabinet which could be moved.
3. Perception regarding Booster funding disbursement - A bullet list of items the Booster funds have helped with is coming.

Thanks for all the ideas and comments ladies! I am hoping that with the team meetings coming up, we can resolve some of these “concessions opportunities!”

As Rebecca has stated above, our website page, signup genius, lists all the athletic events and times. I would like to encourage our team parents to make sure that parents and students know how to go there for sign ups.

Because of our baseball situation with the “away” games, I would like to recruit our student service groups to be more involved. Ideas appreciated. Of course, I would like them to help with soccer as well.

The gym and homeside concessions need to be deep cleaned and there are a couple of “upgrades” that need to be done before inspection in August. I will need at least 4-5 folks available to help. Best days and times? Tuesday is the only day that is difficult for me.

We began to use Del Vecchios pizza and it has been a great hit. We also discovered an newer and greater deal with Chick Fil a. The Cougar Meal deals continued to be very successful. As we begin soccer season, any ideas or suggestions for menu items?

Delvecchio was a hit! Chic-fil-a gave us a better price with pick up. Lost money on the BBQ sandwiches. Discussed bringing a locked cabinet to the baseball field level to stock

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

Jill: can you reach out:

New Lead: Pamela - from AllState Insurance (new to the area)
828-281-8116

Would like to get involved (sponsorship) Charmian will make contact with Pamela - and check in with Jill for the emails the Banner Committee used. Steve mentioned that the perception of the Boosters must be on the rise, because businesses are beginning to step up and offer sponsorships.

Website - Spring schedules have been listed on the school calendar, and Rebecca is adding home events (concession opportunities) on the Volunteer page.

- Who knows/or is willing to learn how to create Signup Genius sheets? This task needs to be handed off from Rebecca Sara thinks Will Schneider might have an idea for someone who might step up. Hope says she is willing to learn.

Scholarships and/or Cash Award

- Booster application/qualifications in process:
https://docs.google.com/document/d/1jC6iKNWM9G2fpYefkTd8MbLDPdzFb2TtVC_lxjvf30/edit?usp=sharing
- Discussed with Dr. Vaughan requirements for scholarship he has offered to partially sponsor
- Need: additional sponsors and designated committee

I can serve on this committee (Hope).

Newsletter

Technology

Social Media - Amy Kelso has posted some Cougar Booster news on the FaceBook page

Winter Sports Program: Printed. \$2000 check received.

GameDay Media has reached out to renew the Fall Sports Program... David Burdette oversaw the football info, and a team of Boosters gathered the remaining info. Unfortunately, the final data collection fell on Rebecca's plate, and she will not be available in the fall.

- Coach Burdette says he will continue to be the contact for GameDay Media - and the funds will go directly to the football team.
- Coach says he would ask the coaches to include pictures of the other teams so it would be a fall sports program - but highlighting the football team mainly.
- VOTE : The Boosters concede that they do not have manpower to continue, and want Coach Burdette to take on the production and keep the funds.
- PASSES

Cougar Wear

Can we order some spring designs? Can there be some additional designs to be ready to sell at the soccer games?

2/21(All Sports Meeting) Shannon will be available to sell some cougarwear at this meeting. Sara will pull the items, has the cash box to transfer. Lance needs to ask for a table to be set up. Please send a text .

Sara asks for more cotton shirts in Cardinal

NEW BOOSTER OPPORTUNITIES:

Fundraising: New fundraising Mantra: "You miss 100% of the shots you don't take" - Whitehouse family

50/50 - Sara Metzgar and Rebecca sold tickets during the first half of the Men's Varsity Game - raised \$138 with half (\$69) going to boosters. **It will need to be more than two people to make this work better**

Olive Garden - Spring date April or early May

- Giveaways: have bread stick's - will throw **Bringing Olive Garden "breadsticks" to throw to the crowd Friday 2/10 It cost \$75 for the cafeteria worker.**
- Requested t-shirts for basketball games - **T-shirts will arrive around 2/17 - so they will be for another sport season**

ZOE's Kitchen - Spirit Day opportunity - **This has not been followed up:**

Jimmy Weinstock

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. **This is nice but getting folks to remember to TELL them they are there for AHS is difficult. Will have to make sure we stress this to our community.**

I am wondering if an AHS Booster ambassador were there for the evening - they could encourage all patrons to order for AHS? Cheerleader or two?? Hmmm. Nancy says teams have chosen to do this - would the administration allow a team to take this, and advertise it, and keep the funds? Lance says a larger team should be considered - Girls soccer would be the obvious choice.

Carrie Buchanan will be in charge of the Sunday calls. Sara will take this and get the ball rolling. Possibly a varisty baseball date.

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.

Denise: if they give us something to POST - we could all put on our Social Media. Zoes has great "to go" dinners we could promote.

Amazon Smile

- **Rebecca will go back into the Amazon settings to see if she can get the funds to transfer.**

Next meeting 3/13

Meeting adjourned 7:15