

Asheville High Athletic Boosters  
**Board Meeting 3/13/17**  
5:30 - Alumni Center Conference Room

Meeting 3/13/17

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

Secretary tonight: Rebecca Tucker

**2016-2017 Executive Board and Committee Chairs**

<b>President</b>	-	Rebecca Tucker	-	blue	rjd.tucker@gmail.com
<b>Vice-President</b>	-	Sara Metzger	-	Magenta	metzsciver1@aol.com
<b>Secretary</b>	-		-	VACANT	
<b>Treasurer</b>	-	Hope Butterworth	-	dark orange	hope.butterworth@gmail.com
<b>Passholder</b>	-	Nancy Hutchins	-		NancyHutchins7@gmail.com
		& Ashley Dotson	-		ashleydotson@beverly-hanks.com
<b>Banner</b>	-	Jill Jones	-		jilljones.asheville@gmail.com
		& Charmion Rush	-		charsingl@yahoo.com
<b>Programs</b>	-	Rebecca Tucker	-		rjd.tucker@gmail.com
		& David Burdette	-		david.burdette@acsgmail.net
<b>Concessions</b>	-	Melanie Robertson	-	Green	melanie.robertsonpottery@gmail.com
<b>Cougar Wear</b>	-	Shannon O'Neil	-	China Blue	tangerine2710@gmail.com
<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	-	robbyn.weinkle@acsgmail.net

**Current Board Members at large**

Cougar Wear	-	Bryce Sloan	-	Dark green	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
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](mailto: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](mailto:glenda.weinert@gmail.com)

and Coalter Lathrop

coalter.lathrop@gmail.com

Swimming and Diving Team Parents - Sue and Tim Hanlon

[sueandtimh@gmail.com](mailto:sueandtimh@gmail.com)

Indoor Track Team Parent - Denise Turner

[dturner@rhanet.org](mailto: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

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 -

**Minutes from 2/13/2017 Board Meeting reviewed and PASSED**

**NEW ON the Calendar:**

Saturday March 25th - Noon until 6

- Basketball alumni rally. Three games/ many spectators/ all concessions sales go to Boosters
- Concessions help is needed. Please see below.

Team US is the organization that will be creating this opportunity. Lance asks if Jamel and his connections can help with manning. Hope suggests to contact Natalie Davis with Cougar Nation. Honors society (amy weisner and bart murphy and jacob kerber) or Serve and Interact club might.

Rebecca will make contact .

#### *Corporate Business:*

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

- 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.

It is vital that everyone try to recruit for our vacancies, especially looking at people outside of current board members who may have younger student athletes

Does the concessions person need to have a child at AHS? I am thinking of Jamel. He is a rock-star and very interested in being more involved. As most of you know, he has been a tremendous help and support this year.

I don't know if there is a set rule but we will need all the help we can get so my vote would be let's ask him aboard!!

#### *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.

Please reach out to as many parents as possible and ask, ask, ask.

#### *Treasurer's Report:*

The numbers so far for the year:

Banner (income minus expense) = \$6357.21

Passholder (income minus expense) = \$13,211.13 (I haven't included spring pass receipts here since I haven't deposited them. Please bring me any checks collected since last meeting.)

Cougarwear (income minus expense) = -\$1319.44

Program income = \$4500

Concessions (income minus expense) = \$15,188.26

Olive Garden fundraiser = \$359.02

50/50 fundraiser = \$54.05

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

All of the receipts for February were turned in! Yay!

I see one Sam's transaction on the bank record for March - please bring me that receipt at the meeting. I'm guessing that is Melanie. (Out of town today? I don't remember.)

Positive results - thank you Hope for your diligence.

### **Passholder Committee**

A few "spring only passes" have been sold at \$75. These families will be able to renew at \$125 in the fall. Family information has been forwarded to Ashley and cards have been passed out.

Please spread the word, I feel like we still may get some takers

Approximately 6 new families bought - perhaps more will come

### **Concessions**

- Home side cleanout date: April date soon
- Gym concession needs to be cleaned as well - date: Clean-out date will be after the March 25 basketball event. I will have a date set for April as soon as I can find a good date.
- We will need help on the March 25 date. I will not be available that day due to studio/gallery responsibilities already on my calendar. I will, however, help stock it and have it ready to roll.
- Please, please help recruit parents and students to work our soccer and track meets. Tracey will take care of baseball. I have suggested to the softball team that perhaps we could offer concessions for one or two "big" softball games. Some of the traveling teams, like McDowell might be worth it. Thoughts?

Could the Coaches send out an email or call a second parents meeting to stress the absolute need for concession help? He/she could remind those parents that it is a team responsibility to cover the shifts. I will continue to ask other parents but I feel like I have used up my favors with some parents who served during football, volleyball and basketball! I really feel that coaches need to take on a more active role in the ask...

I also agree that coaches need to take on more responsibility and encourage/ insist parents volunteer so we don't burn out the few regulars we have. Maybe Coach Abernathy could send an email to all our coaches laying out some expectations for teams to play a more active roll in supporting Boosters?

I also think concessions might need to run longer hours for track meets. Track meets last forever! Or at least it feels that way! I think maybe have open concessions for at least 2 hours during the meet 4-6pm? Maybe other track parents can voice opinions on this? I signed up for the 2 meets in March. I didn't see any meets in April listed but I can probably volunteer if there is some in April.

Lance asks if cases of water might be purchased outside of the usual Pepsi purchase - especially for waters that are complimentary for games.

#### **GAME FEES - STUDENT FEES**

\*\*\*\*\*I would very much like to write an email to whoever the powers that be are and request that starting next year all AHS students be allowed to attend home sporting events for free. I see many positive aspects to this and almost no negatives. We have kicked this around but I would like to make a formal request to make this happen. Maybe at this next meeting you all can help me decide whose name will be on the email.

Lance brought up the point that if students were given free entrance - the family passes sales would go down. Lance is offering that some games will be offered special student rates in the future and gate prices on the football games will be going to \$7 per adult ticket.

**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) Charmion 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.

Everyone agrees that Jill has done a wonderful job organizing the Banner sales, and everyone would like her to grow the banner team and continue!

**Website** - Hope is willing to step up and learn more about the website and sign-up genius.

#### **Scholarships and/or Cash Award**

- Booster application/qualifications in process:  
[https://docs.google.com/document/d/1jC6iKNWM9G2fpYefkTd8MbLDPdzFb2TtVC\\_lexjf30/edit?usp=sharing](https://docs.google.com/document/d/1jC6iKNWM9G2fpYefkTd8MbLDPdzFb2TtVC_lexjf30/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).**

The concept of initiating a scholarship has been more difficult to float than was anticipated. Rebecca suggested that this be tabled for the future. The document above can be improved and added to in the future. Rebecca will reach out to Dr Vaughn to update him on the Board's decision to postpone the launch of a scholarship.

### **Newsletter**

### **Technology**

### **Social Media -**

**Winter Sports Program:** As per vote in February meeting, Game day media program production is passed off to David Burdette. The football team will receive the \$2500 in funds. Rebecca forwarded the "do not contact" list of businesses our Banner team has relationships with.

### **Cougar Wear**

**Does anyone know where the extra (blank T's) inventory is being stored? I know we had lots of extra black and gray but I'm not sure if there was any Cardinal red left. Now would be a good time to sell the dri-fit shirts as weather warms up!**

Shirts are boxed up in baseball announcing area(upstairs) I think what's left is mostly dri fit. I will try to go by at some point next week but with my sub schedule it may not be before the meeting

Will Schneider and I met to talk about possible platforms for online CougarWear sales. We can set up an online square store for free and link to Booster website. We need to consider whether Cougarwear folks will have time to design the layout, man the site and figure out how to distribute merchandise once it sells.

I do not see anyone watching sales, packaging and shipping or finding time to meet up with those that purchase our already printed shirts to give to them. CougarWear online must be

something that we get a percentage of. We add logos to site, but someone else does all the printing, packaging and shipping for us and the purchaser.

Steve says he is not ready to launch a buy per shirt order, because there needs to be an inventory count. Lance asks is there a way to allow teachers to order shirts. Lance would like to pass the word if an inventory does happen. He is willing to sell on a particular day/lunch - perhaps someone else could help.

### *NEW BOOSTER OPPORTUNITIES:*

#### **Fundraising:**

On Monday, Steve will present a new possible opportunity for Boosters to raise some \$\$\$ Steve presented his idea to Lance privately - and it would be something that would go through the school, not the boosters.

Sara spoke with Buffy Sharif an Asheville Alum who works for LuLu Lemon and she discussed LuLu sponsoring Asheville High somehow. Sara will follow up.

#### **50/50 -**

#### **Olive Garden -** Spring date April or early May

Rebecca suggested a volunteer appreciation Olive Garden dinner on the same day of the concession clean up. Offer of Thursday May 4th. Rebecca will reach out to Olive Garden and let everyone know if it is approved. Buy 50 or 75 to go boxes - so teachers might stop by.

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

Jimmy Weinstock

It's a go and I have contacted Carrie Buchanan about the all call  
334-414-3840

Required documents in place

Need: advertisement/ Facebook/ all-call...

#### **Amazon Smile**

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

No sign of Amazon funds yet in Booster bank account.

Next scheduled meeting 4/10 - Spring Break week....

Skip ?

I say yes to skipping spring break, we will be away

Ditto

Sloans will be away 4/10 also

Hope will be out of town 4/10 also

Shannon will be away 4/10

\*\* Track meet Wednesday is postponed - Rebecca add change to sign up

Nancy Hutchins visited Charlene (previous Booster long-time volunteer) who is suffering from end of life issues. Nancy would like to offer something to her "from the Boosters". She is thinking of a card that the current boosters will sign. Nancy also mentioned getting cards for Rocky and Charlie.

Steve asked if the May meeting could be a pizza event? Rebecca will reach out to Jamel and Melanie about the

Lance requests \$10,000 funds at this month's meeting as there will not be an April meeting. He has only requested \$7500 to date, but expects another \$10,000 request to finish out the year.

VOTE: Pass

Next Booster Board meeting 5 /8

Meeting adjourned: 6:10





