

**INCLINE BOOSTERS CLUB
DIRECTORS MEETING Minutes**

Date: Wednesday, October 16, 2019

Time: 7:45am

Location: Incline High School

CALL TO ORDER

ROLL CALL: Tom Milhoff, Tricia Tong, Sharon Schrage, Mary Danahey, Dawn Bursell, Kevin Reeth, Debra Ornelas, Alma Brubaker, Christie Stranzl, Jill Minkle, Joy Strotz. Khal Pluckhan by phone

**APPROVAL OF August 21, 2019 MINUTES Motion: Tom, Second: Dawn, In Favor: All
APPROVAL OF September 18, 2019 MINUTES**

OLD BUSINESS

- **Committee Reports**

a. Financial (Kevin)

i. Budget review Added FAN current year and prior year to budget under income and expenses. We've spent \$61,000 of the \$120,000 FAN remaining from prior year so far. Membership and Banners will be combined. We now have a separate Boosters Amazon account with a tax exempt status. Textbooks getting close to their limits.

b. Theatre renovation update (Joy)

Joy & Andrew met with the district in the theater to walk through the final architectural plans. We will find out in a month who the lowest bid is (lowest bid wins). Asbestos abatement is a requirement and will take place over break. There is a "base bid" which alone will be great but if we want extra features we may need additional funds. Joy will reach out to potential donors if this is the case.

Tricia suggested Joy check with the district regarding asbestos plan and what parent's need to know. It needs to be posted.

c. Beautification (Denise) not present, no update

d. Social Media Committee (Tom)

i. Plan to migrate inclinecrabfeed.com to <http://crabfeed.inclineboosters.com>

Grace Davidson has set up the auction software platform which is basically the database for logging all the live auction items. Item Donation Form on the crab feed website. Past auction items are on there too so we can check in with those donors again. Sub-domain name set up.

ii. Weekly update--> IHS weekly update (school) vs Boosters monthly update (parent worthy).

Tom is forwarding the school's weekly bulletin through our website. Tricia suggested forwarding it as a link to 3rd party or put in a disclaimer. Boosters website highlights school happenings which gets pushed out to Facebook & Twitter.

iii. Woocommerce update. Kevin and Tom met with Dave Lewis about how to introduce e-commerce component into website to allow us to sell merchandise online and perhaps conduct transactions for the silent auction, update our ability to receive donations and receive payments for membership, crab feed and other services.

Jill- Credit card fees conversation. Ask purchasers about paying for fee? Option at crab feed whether people are willing to pay the fee. Tom will explore these options later on.

iv. New Boosters Logo in development (with a different look than Athletics Highlander & High School logo), more landscape with IHS colors. Tom & Tricia will narrow the options down and will then seek Board input.

A motion was made to authorize the VP who oversees Communications & Marketing to spend \$250 from website development budget for new boosters logo.

Motion: Tom

Second: Joy

In Favor: All

v. Auction software live @ <http://crabfeed.inclineboosters.com> ... testing/enhancement TBD.

e. Membership / Banners (Debra / Jill)

i. Enrollment update. Membership at 61%. Last year we had 140 families, this year 174 families so far. Debra, Jill & Kevin meeting today about funds and who has paid especially via PayPal and review the overall process. There has been some confusion. Jill- suggested a secure spreadsheet that only Debra manages. Debra- Others can view it but not edit it, she will be the only one inputting info. If someone wants to buy a banner, fill out form and put in the boosters box in the office. Debra proposed putting a table perpendicular at the football gate to ease Boosters check-in and prevent people from sneaking in. Other ideas for next year; have a boosters card to flash or a boosters button, stickers, a separate Boosters stamp for when you check in at gate. **We need a Spanish membership form!** Jill-incorporate the banner \$100 renewal reduction onto form. Tricia will update form. Debra- This year a letter about Boosters was sent to Freshmen families and past members who hadn't renewed. Ideas: Send a letter to friends & family & alumni also! Tom-align the crab feed database for memberships.

Create a membership list for the gate without the amount paid column. Booster level is ok.

Corporate banners; more than half have renewed. Reach out to last year's purchasers.

A motion was made to offer \$100 credit for anyone that is renewing an existing banner and offer the option of a refund or donation to those who have not realized that credit.

Motion: Tom

Second: Tricia (or Dawn?)

In favor: All

Mary- would like to have a membership & banner for their non-profit (Incline Education Fund) at a reduced fee. Their non-profit benefits the school, so this would allow more money available to their organization for their goals for IHS and Boosters.

A motion was made to provide Incline Education Fund (IEF) a corporate banner at cost which facilitates cross promotion of our shared interests.

Motion: Tom

Second: Tricia

In favor: All

Debra requested a YoungLife banner at some kind of a discount. YoungLife has been helping out at IHS with teamwork etc. They are an integral part of the student community. Tricia suggested creating a policy with criteria for non-profit organizations (that benefit our mission) discounts.

Action: take off-line. Tricia will follow up with Andrew and the IHS Administration regarding religious and political organizations and district policy.

ii. Staffing /process for 10/18/19 game (Debra)

iii. Banners for big FAN donors from 2019 (Jill)

Ideas; complimentary family banner or one Crab Feed banner listing all high-level donors, generic banner thanking everyone, etc. Take off-line and have crab feed committee handle this.

f. Concessions (Alma (until another volunteer identified))

Everything is running great. Just a few more games and we have volunteers signed up for them. Alma will transfer the food to the 3rd floor concession room. **We need someone to make the concession purchases.** Idea: have Amazon deliver. Tom: Ask Holly B. for procurement help. Kids have been signing up (representing their club) and helping and they like it. They earn \$150. Alma: send list of club volunteers to Kevin so clubs get their money.

i. Basketball season organizer/coordinator Tom can create a Sign-Up genius for gate & concessions for basketball season when the schedule is out. Jill-have coaches organize with parents. Push gate parent sign-ups to Indra & TK to discuss with parents. Alma will finish the year and try to find a replacement for next year.

Club sign-up for concessions must be for 2 JV games or 2 varsity games. (Must work two games to get the \$) There must be an adult to oversee concessions (money). 4-5 students from same club. Have one person from board represented at boys varsity game.

g. Hospitality (Holly) Not present, no update

h. Crab Feed (lead?)

i. assigned roles, open roles and contributor recruitment

Still looking for a lead. Tom arranged a committee meeting. Good turn-out. We need people to help with silent auction items.

ii. Khal: how can we engage 9th grade parents? She can find people to help. Tom & Khal will talk off-line.

iii. FAN theme ideas

Tricia & Tom meeting with Leslie Hermann at 2:00 pm this Thursday at the library. Leslie has been working closely with Duffield on the 5 year strategic plan for the school. Duffield- he likes community support of the things he is contributing to. Can we (boosters) support one of Duffield's school projects? Could be a FAN theme.

i. Merchandise (Lisa) Not present. Tom working on E-commerce.

- **Screenagers (Mary)**

Sold out at SNC to mostly members of community not IHS & IMS parents. Standing room available. Trying to get overflow in another room for showing. Pizza from Rookies- \$300 for 35 pizzas. They have requested 5 Yelp reviews! Andrew has up to \$200 to contribute to pizza. Mary no longer needs the \$125 from last meeting discussion.

A Motion was made to reallocate the \$125 from funding Screenagers to funding the pizza.

Motion: Tom

Second: Tricia

In favor: All

Mary: Arranging a Price Waterhouse Financial Literacy presentation (for students) in February. Need volunteers to teach modules.

Mary is meeting with Julie Simonelli a College Counselor at Tahoe Tutoring. Perhaps have Julie work some piece of College Counseling along with Leslie? Tricia emphasized working through the HS counselors. Leslie is currently working with them to come up with some kind of proposal.

- **Fundraising/Development - beyond Crab Feed (Tom/Holly)**

j. Nicolle Larson, the new Communications and Development Coordinator (Duffield funded)- is looking for funding of all types (if anyone is aware of community/local grants- please forward them to her), she is here to work alongside the already incredible Boosters. Working on improving Marketing for Incline schools and grant applications & fundraising. She's had some training on Parasol's grant seeking software. She will start attending boosters meetings.

k. Holly, Tom, Tricia, Andrew(?) meeting with Chrissy Braud on Friday re: fundraising approaches. Holly is thinking about other sources of fundraising beyond Crab Feed. Focusing on relationships and finding motivating reasons for people to contribute. Tom thinking about uses for FAN. This meeting will be a union of these focuses. Looking at Maker Space in Truckee. Big longterm initiative of Duffield: \$30 million dollar visionary Maker Space project that would benefit the community.

Alma: FAN & Grants: We need access to water at snack bar! drainage, sink etc. Jill- temporary water set-up? A tank with camp sink. Leftover \$ from FAN?

- **Leslie Hermann College Counseling budget proposal (Tricia)**

Asking parents at Senior Night what they would like to see in terms of college counseling. Ideas for workshops & services. Non-senior parents also encouraged to give feedback and provide to counselors.

- **Help Leadership with HOCO T-shirt fundraiser (Tom) Resolved**

I. Leadership/dances budget?

TABLED (No Update)

- Jr Boosters under our charter (Tricia)

m. Colleen Nibler, IMS Jr. Booster Treasurer is working on IMS 501c3 application

NEW BUSINESS

UPCOMING CALENDAR

November 13th 7:45 Board Meeting, 12:00 General Meeting

December 11th 7:45 Board Meeting, 12:00 General Meeting

January 8th 7:45 Board Meeting, 12:00 General Meeting

ADJOURNMENT 9:20