

Incline Boosters Club Director's Meeting Minutes Wednesday December 11, 2019

Time: 7:45 Location: Incline High School

Roll Call: Tricia, Khal, Alma, Jill, Tia, Holly, Kevin, Tom, Christie, Mary, Nicolle

Approval of November 13, 2019 Minutes.

11/25/19 There was an Ad Hoc Meeting to discuss Theater funding:

From: **Tricia Bianchini** <tricia@tonginc.com>

Date: Mon, Nov 25, 2019 at 11:01 AM

Subject: board update - Theater projects

To: Alma Brubaker <aerubaker@outlook.com>, Christie Stranzl <stranzfamily@hotmail.com>, dawnbursell@yahoo.com <dawnbursell@yahoo.com>, hollyracich@yahoo.com <hollyracich@yahoo.com>, jeminkle@yahoo.com <jeminkle@yahoo.com>, Joy Strotz (joy@strotzphotography.com) <joy@strotzphotography.com>, Kevin Reeth <kevin.reeth@gmail.com>, Khal Pluckhan <pluckhans@gmail.com>, Mary Danahey <marydanahey@gmail.com>, ornelas.debra@gmail.com <ornelas.debra@gmail.com>, Tia Rancourt <tiarancourt@gmail.com>, tmillhoff@gmail.com <tmillhoff@gmail.com>, Tricia Bianchini <tricia@tonginc.com>

Thank you to everyone who made this morning's ad-hoc meeting regarding theater funding. To keep the entire board in the loop, here's what was discussed and decided.

Background: we received three project bids, and the lowest bid was within our budget for the base project, but \$200K+ more than we had fundraised for the full projects. This was anticipated, and we had defined six aspects of the works as "alternates" in the bid so we could pick and choose once we had the bids.

What we didn't anticipate was a 11/26 noon deadline to make a final decision on work scope and 12/2 deadline to have required funding sent to the district. Hence today's meeting.

A request was sent to DCCF for the additional funding on Friday, but we are unsure if (and it's unlikely that) the foundation will be able to review the request before our deadline passes. While we feel it's likely they would opt to fund the shortfall, there is not a guarantee that it will happen.

The following action was approved by the board:

If funding approval from DCDF is not received before noon on November 26, IHS Boosters has pre-approved use of Boosters funds of up to \$115,000 for completion of

the theater project base bid plus alternates 1,2,5,6. The boosters will fund \$749,968 to the district (funding the \$25K force account reserve only) by the 12/2 deadline.

Follow-up messaging to DCCF:

While we were fiscally unable to secure additional funding in time to complete the entire project, we were able to allocate additional money from our reserves and operating budget to move forward with the aspects of the project which directly impact the functionality of the theater, ensuring we unveil a completed renovation that honors the significant investment made by DCCF and the community.

We will continue to fundraise for the theater not only to replenish our reserves (\$115K), but also to raise money to fund the remainder of the recommended 10% project contingency (\$47K). As part of this fundraising, the Boosters plans to sell theater seat dedications. Any funds raised over the renovation costs will be directed to an account for the maintenance of the theater as well as possible support for various activities taking place in the theater. Our original plan was to fundraise up to \$100K for that account. We appreciate any additional funding which DCCF is willing to contribute toward these efforts.

The remaining aspects of this project which were not funded (bid alternates 3 and 4) include changes to the mechanical ductwork, sprinkler lines, and vertical sound panels. It is possible to complete the remaining two alternates at a later date. If DCCF is interested in pursuing this phase II of the project, we would rebid the project and schedule the work for a later date, likely one year from now. We anticipate that project budget would be in the \$100-150K range.

If you have any questions about this, please follow-up with me or Joy directly.

I hope everyone has safe travels and a wonderful Thanksgiving break.

Thanks,
Tricia
415-595-3616

A motion was made to additionally fund up to \$115,000 for completion of the theater project base bid plus alternates 1, 2, 5 & 6.

Motion: Tricia

Second: Tom

In Favor: All

OLD BUSINESS

Committee Reports

a. Financial (Kevin)

\$115,000 was transferred from our main checking account to the theater account, plus another \$21,000 the next day to cover a 5% negotiated contingency amount. This consumes our Parasol rainy day funds. Membership and Banners sales are at 95% of budget for the year.

b. Theater Renovation Update (Joy)

Project Status Update/DCDF Funding Update/Seat Dedication Sales:

DCCF declined giving money to theater. The Board explored the idea of “Matching funds” for Fund a Need (FAN) at Crabfeed. Linda Offerdahl donated \$10,000 to the theater project. The Board discussed theater seat promotion.

Promote sales of theater seats! There will be theater seats to sell at the Dec. 21 basketball game. “Got Seats?!” Holly will help with this. Ideas: Free seat pad if you purchase a chair. Water bottles with insert about volunteering at crab feed etc. Catch the parents of younger kids (Freshmen & JV teams) too.

c. Beautification (Denise not present): We have acquired the standing desks (about 20). The staff is very appreciative. Students get to use them sometimes.

d. Social Media (Tom):

Logo/CRM/Contacts Update/Email Marketing Feedback

Logos: Admin is working on a re-design for admin & boosters. We want colors consistent with the schools ideas but distinguish Boosters from Admin, Academics & Athletics. Nicole is working on the high school logo with the best graphic designer (Anthony Walker) in the area. He is doing it for free! He’s updating our current highlander and incorporating Tahoe into it. He is moving towards a “shield” symbol. Boosters will continue with the logos we’ve been working on in the interim (temporary solution).

A motion was made to approve, in the interim for 2020, the IHS Boosters logo with the mountain and the book at the bottom saying Incline High School Boosters.

Motion Tom

Second: Khal

In Favor: All

Customer Relations Management (CRM) / Contacts Update (Tom): CRM tracks stakeholders in an entity. We now have a master contact database. It includes Grace Davidson’s 5 years CrabFeed donor info. Spin’s 7 years of bidder info and Kathie Goldberg’s community/boosters info and our Booster’s membership info. We now have database of about 1000 people. Nicolle has the capability to send emails to all 3 schools.

The master database is sorted by current Boosters members and by class (including class of 2023). We have a Donor database that is helpful to Holly B. & Kristy W. who are trying to aggregate items for the Crabfeed. We have a list of Procurers from past Crab Feeds. The database also includes IHS Staff, Board members and parents of alums from prior years. We have separate databases that are excel sheets that are specific to donors and bidders. It includes what Hyatt and IVGID have given in the past. We need to be diligent about keeping the master database current.

Email/marketing feedback: Tom has sent two email blog blasts to 221 people. No complaints! Emails currently being sent from the “vp address”. Suggestion: change alias to IHS Boosters Updates instead so people will know it is school related and open it. Emails will now be from updates@inclineboosters.com

e. Membership/Banners (Debra/Jill): Debra is stepping down for awhile. Promote basketball’s 1st home game 12/21. One more membership drive. Tom set up sign-up genius for this game. We need board members to participate at some basketball games. Holly will reach out to the Latina community about the benefits of joining Boosters. Perhaps have a get together at Lupitas. Have a representative help at the Dec. 21st game. i.e. Mariachi bands parents.

Banners: Jill; they are up. A little different color than previous banners. Corporate banners are ready to go. One additional gold banner received (IVGID).

f. Concessions (Alma): Kids are excited about doing concessions. It’s all positive. Alma trains the students and it’s going well. Heather Bacon was helping with moving inventory from outdoor snack shack to indoors. We need griddles. We put an ask out on Facebook before for items in the past. We will put an ask out for griddles & hot water kettles. Holly ordered on the spot! 2 slots open still for concessions on the 21st. Resney and Hendy are interested.

g. Hospitality (Holly) see Membership above
Nicolle; can do a phone blast in Spanish via blackboard connect regarding boosters general meetings etc.
Discussion regarding having a separate meeting in January for Spanish speakers. Alma & Silvia will set up. Holly can be a bridge. Perhaps do a Spanish session first then English during evening Boosters meeting. Engage some of the businesses they are working for. Advertise to Boys & Girls Club.

h. Crab Feed (Tom): Holly Beaulac talking to Hyatt regarding AV.
Hyatt \$10K due Jan. 7th (2nd payment). \$85 a plate. We will have crab and also another choice such as chicken or brisket. Suggestion to ask Hyatt for a food tasting.
Tricia: suggests board members sponsor parties. i.e. she is hosting a college care package party and a hike to pick botanicals to create your own cocktails. You can have the parties at another location than your house. Board members will help follow up on donors/item procurement. “experiences” are great auction items. Kristy Watrud & Holly Beaulac are auction item leaders.

Last Tracks – Tom seeking quote for 25-50 person Last Tracks party to auction at Crab Feed. Need to establish guidance for consignment expense reimbursement.

Nicolle: Andrew would like to have a video regarding Competency Based Learning (CBL) before the regular video (Joy). Perhaps tie it into the one video.
Holly R. suggested backpacking/camping experiences.
Alma will take care of pizza for the seniors.

i. Merchandise (Lisa not present): Nothing to report.

Fundraising Development: (Nicolle): Naviance grant was denied. Inequities at IHS were emphasized in the grant proposal. i.e. 41% of white students went to 4 year colleges while 9% of non-white students went to college.

General Discussion regarding pros and cons of Naviance:

Naviance is the only counseling program that tracks college completion rates. Naviance gets this info from the colleges and Princeton Review journal process. Naviance tracks the student from 9th grade all the way through college completion. In 9th grade you start with a full diagnostic survey.

The District will input testing information. IHS counselors would put in grades etc. manually. Privacy issues? You can opt in or out. Counselors want this for our “lower students” to help guide them. For college search purposes it gives the student in percentages his/her likelihood of acceptance at each college. The program is also vocation-based. It evaluates your interests and gives you access to colleges you may not have known about. It creates a curriculum and provides test prep. Most high performing schools use Naviance. Concern: Tracking part is expensive for a school this size. Implementation concerns.

Annual Funding: \$3000 which includes test prep.

Platform Set-Up: \$10,000

In our district, Coral Academy is the only school that uses it. Davidson is using it one more year. Another concern is that WCSD only has basically one school using it. We need to create a separate Naviance committee to pursue this further! Alma will assist with this. Kevin; we need a more detailed summary of the program and it’s options. Kevin volunteered to go through the system and implementation process thoroughly. We also need to think about longterm funding.

Football Uniform Early Replacement: Still in process. We don’t have a dollar amount yet. Kevin will follow up with Bryan. Not that urgent.

Wellness Club Speaker: adding other activities to create a “mental health week” (Mary).

Truck and Gator request from Andrew: Kevin; quote was 17k but it was brand new. Reymer will keep looking.

NEW BUSINESS

Adult Prom promotion (Tom) January 11th at IHS in the gym.

ADJOURNMENT 9:15

UPCOMING CALENDAR

January 15th: 7:45 a.m. Board Meeting. General Meeting at 5:30 p.m.