

**INCLINE BOOSTERS CLUB
DIRECTORS MEETING MINUTES**

**Date: April 15, 2020
CONFERENCE**

Time: 7:45am

Location: ONLINE

CALL TO ORDER

ROLL CALL: Tom Millhoff, Tricia Tong, Kevin Reeth, Christie Stranzl, Alma Brubaker, Tia Rancourt, Jill Minkle, Joy Strotz, Khal Pluckhan, Holly Racich. Non-voting members; Dr. Yoxsimer, Mary Danahey, Nicolle Larson

APPROVAL OF MARCH MINUTES and March 30 Ad Hoc Meeting Minutes

Motion: Tom ; Second : Joy; in Favor: Unanimous

OLD BUSINESS

Committee Reports

a. Financial (Kevin)

- Kevin provided monthly financials (attached)
- Crab feed monies are now reflected in both Balance Sheet and P&L reports. One outstanding CF invoice for \$3,747 to collect. The categorization for Crab Feed income may not be 100% precise. For example, VIP pre-party items aren't broken down because it was too hard to track down the details - those totals are under Ticket Sales.
- Transferred \$4,000 to the Suburban account
- Reymer added football pants to the uniform request
- No updates on Gator
- Still working on resolving the situation with the undelivered ceramic mixer we purchased for \$5,600 in January for the art classroom (2019 FAN request).
- Will reach out again via Barbara to the teachers and administration about spending requests and remaining budgets. There wasn't much response after last month's reminder/notification.
- Alma still needs to pay 3-4 clubs for concessions. She'll coordinate with Kevin off-line

b. Beautification (Denise)

- update provided after meeting via email (attached hereunto)

c. Social Media Committee (Tom).

- See CF Survey below. We are using Google Meet for the live general meeting tonight. The meeting will be recorded and posted after. Viewers can submit questions by "chat."

d. Concessions (Alma)

- Alma is working with Joanne to transfer to student leadership next year

e. Hospitality (Holly)

f. Membership / Banners (Alma / Jill)

- Jill will follow up with Tahoe Forest and tell them where the banner is fabricated. TF will pay for it or Reymer will pay from AD budget.
- Nicolle and Tom working on proposed membership levels/benefits changes offline. Will present to board next month.
- It is difficult to plan outreach efforts now and for next year without knowing COVID quarantine parameters that may be in place. Nicolle suggested that transitioning to holding meetings live + online may reach more people and provide good transparency.

g. Crab Feed (Tom)

1. Once we receive matching donations, we will net close to \$200k from 2020CF.
2. Discussion regarding cancellation of some parties. Boosters will offer refunds to buyers who request them for cancelled or rescheduled events. Tom and Kevin will determine how much of our revenues are at risk from this and make a recommendation to the board about amount of funds to set aside from our budget and for what period of time.

i. Allocation of FAN dollars

3. Theatre AV – (project update below.)
4. 1:1 laptop purchase 2020 FAN-funded laptops have not yet been purchased. Joanne is getting an estimate. There are some computers out for repair; Dr. Yoxsimer was uncertain of the status/timeline for the return of those machines.
5. IPod Studio Tricia will follow up with Amy and Wendy [Post-meeting update – Nicolle is coordinating with teachers about IPod Studio funding.]
6. Teacher laptops Administration is getting a quote. Teachers will have more upscale computers (\$1000 each – students' machines are in the \$600-700 range.) 30x\$1K means our \$26K budget is a little short. The district is not going to fund any of the computers. Tricia pointed out that the district provides some budget to all schools in the district for computers, and our school should still request and receive that funding, even though we also privately raise to supplement. Tom suggested we evaluate allocated but unspent money in our current budget. Perhaps academic/classroom budget money could be reallocated? Dr. Yoxsimer offered to use some of the remaining principal's budget towards the teacher laptops.

Tricia made a motion to authorize the \$26,000 raised through FAN for teacher laptops. Second: Tom. In favor: Unanimous.

ii. Follow-up tasks

7. Thank-you's / acknowledgements to donors Tricia reminded board members to reach out to thank donors and ask them to fill out the survey for the detailed information. A receipt was

provided by Spin. You are welcome to write a thank you note. Tom noted that thanking a donor twice is better than not thanking them at all, so when in doubt do the outreach.

8. Plaques and letters to business sponsors; others___Tricia will order a plaque for the Duffield Foundation with photo of senior class.
9. Follow-up on parties____One Cause is closed so you can't sign up for parties anymore. They will be on social media once we have new dates. We may be able to use OneCause to re-fill parties as a sort of "summer fundraiser".

iii. \$50K grant status

- The E.L. Cord grant is a multi-step grant. Nicolle is still in the process of writing the tech plan and a 5-year plan for this process.
- The Lahontan Community Foundation Grant requesting \$5000 was submitted last month for translation equipment (towards a ~\$9000 cost of 3 cases x [1 translator and 25 listeners]) If awarded, this would be used to match \$5K of what we raised during FAN.
- Note that these grants are being written by the school not by Boosters.

iv. Crab Feedback Survey

- Preliminary results. 10 responses so far which are most likely from board members

h. Theatre Renovation update (Joy)

- Tricia reported that the current completion date estimate is May 15. Work is continuing while students are out of school. We are in the process of negotiating a final payment and signing an MOU. Our board allocated up to \$70,000 to complete the project. There have been no new change orders since February; so as of today funding is ~\$13K shy of known expenses. Joy and Tricia are conferencing with team today to determine payment amount needed. [UPDATE: \$28K was agreed upon in that meeting and sent to the district for the theater project. It is unlikely we'll need to fund anything more (we may in fact get some of this funding returned to us); but we should keep our allocated funding in place until project is complete.]
- Joy: The theater grand opening will probably be pushed to end of the year around the holidays. Joy is looking for an artist to help beautify the entry where the Walk of Fame will be for the "stars" (donors \$10,000 and above but this number may be reduced). Please email her any ideas for the grand opening including invitees and artists.

i. Merchandise (Lisa)

- No update

j. Fundraising/Development - beyond Crab Feed (Tom/Holly)

- Diversifying giving via OneCause (or other) for clubs/teams (Crab Pot) or other specific needs.
- Thermometer Fundraising Idea. Holly proposed fabricating a thermometer sign to be placed in a strategic area (possibly next to the IHS sign at Chevron) to visually track our annual fundraising

progress. It would need to be monitored and updated. It may be best as a community effort (not just IHS Boosters) involving all three schools (IHS, IMS, IES), and administered through an umbrella organization such as Incline Education Fund (IEF). It is a marketing strategy that could attract travelers/visitors passing through town. Mary/IEF is interested in pursuing this through her organization. We could use the One Cause engine to support. Taking this idea offline via subcommittee. Holly will follow up with an email to subcommittee (Tricia, Mary, Khal, Tia and Nicolle is happy to help after the E.L. Cord is completed).

k. College counseling talks from Edplanit (Leslie Hermann/Mary Danahey)

- College Bootcamp is planned again for this summer. Mary has a 10-question college interest survey ready to go for the rising seniors. The survey will help with the college fair component. The bootcamp will include Erika Larrieu's individual "strengths" training and Betty Tusso's writing program. Outreach is expanding into the basin (Kings Beach, Tahoe City and Truckee). They are working on ways to make this happen either live or virtually. The College Fair part is trickier to go virtual. They are working with the Duffield Foundation/Boys and Girls Club to sponsor some of the costs. Mary would like Boosters help to promote on social media.

l. Jr Boosters under our charter (Tricia)

- Colleen Nibler, IMS Jr. Booster Treasurer is working on IMS 501c3 application – no update

m. IEF (Mary/Sharon)

- IEF is currently directing a lot of attention on food needs in the community. There is a Rotary effort to "Feed our Heroes" (hospital staff) through a sign-up genius utilizing local restaurants. — Mary is looking into creating a separate fund to pay a local restaurant(s) to provide meals to those in need. It would be a win/win by helping those in need and simultaneously our local restaurants and their employees. Boys & Girls Club is providing meals M, W, F. They started with providing 100 meals a day and are now up to 300.

NEW BUSINESS

a. Kari Michael – request for \$1K in funding toward the Peer Intervention Suicide Prevention workshop which was held for the senior class on 2/25 (Tricia)

- A 3rd party group came in and facilitated this workshop. It was for seniors only and well attended. The original cost was \$2500. Andrew said part of it was paid for out of the general budget. Mary had offered that IEF would split the cost but hasn't received the invoice yet. Dr. Yox said that there will be remaining funds in the Principal's budget and he will pay for the balance out of that.

b. How can Boosters best help in the time of COVID-2019? (Tom)

- Online general meetings may be effective for reaching more people. It might also be easier to reach Hispanic families this way.

- “Angel at Your Door” is a rotary effort that is helping the community with business grants. They are looking for funding for grants for small businesses in town. Linda Offerdahl spearheaded this. They have created a very helpful flyer outlining resources for community assistance.
- Mary explained that the Geno Menchetti Fund is giving grants (by actual check) directly to families and individuals who are experiencing financial hardships. The funds are intended for housing, medical care, transportation and food. Tom would like a paragraph about the program and a link to push on our website/social media.
- Alma and Silvia are reaching out and in contact with many IHS families in need. Alma informed us there are two families on a waiting list that could use help, perhaps by giving food gift baskets? Jill suggested posting on our social media (Boosters Facebook) about ways to help our families in need. Ideas include: gift cards to Walmart and Raleys, a food drive, and a GoFund Me account. The consensus was that it makes the most sense to tie into existing organizations rather than duplicate efforts. We can connect people to resources and organizations by the school’s outreach vehicles and our website & social media to help get the word out there. Perhaps Alma could have Silvia send out a message through the school. Subcommittee (Christie, Jill, Holly, Alma) established to explore hosting a food drive. [UPDATE: food drive was discouraged by local food bank – too many touches on donated goods given COVID concerns.]

c. 20/21 Board Recruitment, Annual Meeting, Elections and Transition Planning (Tricia)

a. Current board member retention for 20/21 (round table discussion)

- Joy will finish theater project, but she will not run for the board next year. Tricia will take a non-voting role if the new board so appoints here. Holly TBD. Kevin will stay on as Treasurer. Nicolle will stay on in a non-voting capacity as High School liaison. Jill and Christie are undecided. Tom is interested in being President if someone can take on the Social Media/IT role. We need a tech savvy person.

b. Recruitment

- Alma reported that freshman parents Nicole Ellis and Terry D’Amato, are interested. Nohemi Cardiel and Cintia Salazar (bilingual) are also interested. Try to encourage them to attend the general member meetings. Alma will follow up with Nicole, Terry, Nohemi & Cintia.
- Are Junior Boosters doing virtual meetings? No one in attendance at our meeting had details.
- Encourage participation in the board during the general member meetings. (TT will do this at general meetings)
- No committee appointed to do recruiting outreach

c. Board onboarding, transitions and training

- Tricia to coordinate and brainstorm with other officers about upcoming election and board transitions and present a plan to the board in May.

d. Online General meeting

- Tricia and Tom worked offline to test the process and work out the kinks for hosting tonight's online meeting.
- Tonight's general meeting has a short agenda. Dr. Yoxsimer will have the lion's share. Tom will forward the Google Hangouts Meet link and he will post a cheat sheet during the first 5 minutes of meeting.
- Idea: Hold a virtual parent to parent night to answer questions because the 8th grade family night did not take place. Possibly a week before the next boosters general meeting in May? An agenda will be needed. Perhaps we will invite incoming Freshmen parents to join the general meeting in May (after the virtual parent to parent night takes place). Khal can promote to IMS.

e. Teacher Appreciation

- Discussion of ideas including; letters from students and parents, a big Google or Zoom thank you with teachers, Holly would like to send scarves and totes from Paint and Petals (Alma will email Holly a list of women staff members), Gift cards, Gift baskets that combine ideas. There are 30 teachers and with staff 52. Mary Collins and Sarah Hansen have helped with Teacher Appreciation in the past, perhaps they will help this year. Teacher Appreciation will be held in May during Memorial Day week. Holly, Alma and Joy offered to assist with TA and Alma will contact Mary Collins.

ADJOURNMENT 10:15 a.m.

UPCOMING CALENDAR:

May 13th: 7:45 Board Meeting, 5:30 General Meeting

May 26-29th: Teacher Appreciation Week

June 10th: 7:45 Board Meeting, 5:30 General Meeting

PROVIDED WITH THE AGENDA:

BOARD ROLES

- President - supervise and control all business and affairs of the Boosters. Presides at all meetings. Signs contracts. Probably drawn from current Board, but we're recruiting for the long term!
- Vice-President. Pinch-hits for President, oversees communications and publicity. Probably drawn from current Board, but we're recruiting for the long term!
- Fundraising / 2nd Vice-President. Responsible for award banquets, fundraising events, and general hospitality activities. Need a fearless, fun fund-raiser!

- Treasurer. Responsible for all funds and securities of the Boosters. Receives, disburses and manages money, coordinates with bookkeeper and tax accountant to oversee financial reporting and tax filings. Ideally someone with a good accounting/business background, facile with QuickBooks.
- Secretary. Responsible for taking meeting minutes & keeping organization's documentation.
- Chairperson of membership committee. Maintains membership records. - Strong typist, diligent record keeper, solid online skills, regular meeting attendance.
- General Board Members - General responsibility for fulfilling our mission to "provide financial and other assistance that "serve more than one student for more than one year" Responsible folks who want to lead invest in IHS's success.

COMMITTEE ROLES (DRAFT)

- Social Media / IT. A web-savvy person who can administer and post on our Wordpress website, Facebook, and Twitter accounts. Manage Google Suite tools, and digital fundraising sites. Potentially engage with a third-party web and tech guru to assist with the management of the club's social media and technology tools. Important role with very flexible hours.
- Membership. Recruit Boosters members and volunteers. Establish plan for engaging Spanish-speaking parents. Take a larger role in outreach/communications? Consider merging with Hospitality? - Ideally a social parent with ties to Middle Schools
- Hospitality. Supports Fundraising and social events like Back-To-School Night, 8th Grade Night, Highlander Day, Adult Prom, etc. Consider merging with Membership? - A social, energetic party-planner.
- Concessions. Oversee transition of concessions to the Leadership class led by Joanne Devine; role should be minimal in 2020-21
- Gate Receipts & Merchandise Sales. Oversee scheduling/staffing of Gate at football and basketball games and inventory for concessions sold at Football and Basketball games. Coordinate with team parents via Coaches/Athletic Director or volunteers. Great social role a "meet -n-greeter" with kids on basketball or football teams.
- Beautification.
- Crab Feed. Ideally led by 2nd VP. Lots of distinct roles to plan and execute our largest fundraiser, workload concentrated in the Jan-Feb timeframe:
 - Crab Feed Chair - A good organizer who doesn't drop balls.
 - VIP Lead - A well-connected person who can bring in high-rollers.
 - Ticketing/Tables Lead- An organized person with solid digital skills who can coordinate many attendees. May be same person as VIP Chair.

- Auction items Lead - A good organizer and communicator who can lead outreach to item donor team.
- Sponsor Lead - A respected businessperson unafraid to approach local and regional business executives.
- Wine Lead - An oenophile
- Raffle Lead - Oversee wine contributions (though not other raffle contributions), promote raffle ticket sales, coordinate team
- Hyatt Liaison - Responsible parent with Hyatt ties
- Student Coordinator.
- MC/Auctioneer. Probably a hired role.
- Decorations - A practical aesthete.
- Digital Marketing/IT - web-savvy person who can administer and post on our Wordpress website digital fundraising sites, and coordinate with transaction processor
- Marketing/Promo - Someone experienced with print + banner publication
- Program/Event Night Lead - Big role for 6 weeks leading to event, leads team that produces the event and prints program.