



# INCLINE BOOSTERS CLUB BOARD OF DIRECTORS MEETING AGENDA

December 14, 2020, 7:45AM

Location:

[Zoom.us/j/99221675273?pwd=enhMbIRLQlVpTXJ2UkZzN01RY0pIU09](https://zoom.us/j/99221675273?pwd=enhMbIRLQlVpTXJ2UkZzN01RY0pIU09)

## 1. Opening: Call to Order, Roll Call, Welcomes

Attendees: Holly Beaulac, Alma Brubaker, Sara Hillman, Khal Pluckhan, Nicolle Larson, Pauline Leoncio, Tracy McKean, Tom Millhoff, Kevin Reeth, Tom Reymer

Absent: Mel Simon, Tricia Tong, Dr. Andrew Yoxsimer

## 2. Approval of Prior Minutes – Sara motioned to Approve, Kevin seconded.

**OUTCOME:** November 16, 2020 minutes were **Approved** by Unanimous consent

## 3. Treasurer's Report – Income, Expenses, Encumbered Funds, Balances – Kevin sent an email on 12/13/2020.

## OLD BUSINESS & COMMITTEE REPORTS

### 4. Financial (Kevin)

4.1. Ten Teacher Desktops were purchased based on Teacher requests, for about \$6,000, and the expense will reduce the Technology Fund budget. Tom asked about the process for purchasing these computers. Kevin explained that IHS writes the check to WCSD, and WCSD deposits the money, and then authorizes the purchase. The computers have to be purchased by WCSD. Barbara in the Front Office receives email requests from the staff with scanned electronic forms. This is working well. Now all requests are in email form versus paper in a binder. The next Boosters Board members will have on-line access to previous requests.

### 5. Projects (Tom M. and Tom Reymer)

Tom introduced the idea of "Projects" such as Fund-A-Need (FAN), Long-term Capital Spending, Short-term Projects, the \$25,000 Technology Grant (ex. Wi-Fi), and the \$10,000 COVID-19 related expenditures. We have \$300,000 in the bank. How do we use it? The school has big needs. How do we prioritize big projects? What projects help the FAN campaign, which ones can we execute soon, and what's the long-term projects that need traction?

The Scoreboard is a potential short-term project, and we can use excess funds to support the larger Wi-Fi project. Today, we'll focus on the Scoreboard and the Field Flip, which brings the Scoreboard and restrooms to the opposite side of the field. Tom introduced Tom Reymer, the IHS Athletic Director.

Tom Reymer (Tom R.) explained that the current controller for the outdoor scoreboard couldn't be replaced because it's too old. The scoreboard was installed in 1984. Code requires steel posts. We currently have wooden poles. Also, the current scoreboard requires 30 foot steel posts, which are expensive. Tom R. is not sure about TRPA. He's looking at a light study for the neighboring houses & businesses. The Scoreboard is a catalyst to get more people involved in the Field expansion/flip. Hug High School is already doing similar renovations, so he'll see the cost there. Looking at the quote from Daktronics, we have four scoreboard options.

Option 1: This is football specific, and does not work for other sports.

Option 2: This allows for pre-made video; it's not live video. This scoreboard layout provides for advertising, sports for logos. It's friendly for other sports like soccer and lacrosse. It's simple to use



## INCLINE BOOSTERS CLUB BOARD OF DIRECTORS MEETING AGENDA

December 14, 2020, 7:45AM

Location:

[Zoom.us/j/99221675273?pwd=enhMbIRLQlVpTXJ2UkZzN01RYOpIU09](https://zoom.us/j/99221675273?pwd=enhMbIRLQlVpTXJ2UkZzN01RYOpIU09)

for junior sports. Tom R. suggests offering corporate logos to businesses outside of Incline Village such as Costco and the dealerships in Carson City.

Option 3: This is a full digital board. Speakers come from the board. Tom R. already ruled this one out.

Option 4: This board has live video with four cameras. It's full digital, and measures 20 feet high and 18 feet wide. It'll require more cost to install.

The scoreboard installation will cost roughly \$20,000-\$25,000. The expense is mostly the concrete. There's a concrete company in Incline Village that WCSD will approve. We'll need to run the fiber line to the press box on the southeast of the field. If we flip the field, then it's easier to connect power. In 2008, IHS considered flipping the field, including the restrooms and concession, but the recession stalled the progress. Tom R. is not sure what WCSD will provide for funding. WCSD pays \$30,000-\$40,000 per year to IVGID for field maintenance. Tom M. asked are we predisposed to one solution or another? Looking at Option 1, the \$20,000 quote does not include concrete or installation, which is another \$20,000. So, the total is about \$50,000. Option 2 is \$56,000 plus \$20,000 for installation, so a total of \$75,000-\$80,000. Option 3 is about \$110,000-\$120,000 total. And, the Option 4 total is \$100,000 plus. There's value in going beyond Option 1 which is football focused. Go to Option 2. Tom R. says the pre-recorded video can have senior pictures and quotes during Graduation. The scoreboard during Senior Nights could have pictures of the seniors with their parents. Taking the benefits outside of athletics, students can gain experience editing videos, which may lead to internships at colleges and universities. Some of these schools use Daktronics, and it's an opportunity to work at colleges with the scoreboards. Nicole asked if the sponsors be changed out. Tom R. said we could if we vinyl wrap the logos, which last about 3 years due to UV exposure.

Nicole suggested that key sponsorships could be permanently added. Option 4 had more spots for sponsorship. Tom R. can take Option 1 or 2 and add spots for ads. Tom R. says the Rotary Club sponsored the current Board in 1984. Pauline asked about the neighbors around the field. Tom R. said we have to accommodate residences and businesses. Tom R. asked Dr. Yoxsimer to find parents that live there. Daktronics will do the light study. Someone mentioned the Eppolitos are on Jensen, and Borges' and Joanne Devine live there. The county has to approve the scoreboard placement. The county won't allow boards on the main arterial road. Tom R. said he wished we got the digital for inside the gym where we have more sports. Pauline does not want regrets about our board choice afterwards. Tom M. is looking to Tom R. for recommendations. They'll have an email dialogue about the impact study. Khal asked has Tom R. asked the County cover some expenses. Tom R. said no because he focused on the restroom project through Capital Projects. Sara asked who requests these projects. Tom R. said he puts in a Work Order. He knows that 10 years out, the boiler replacement in the building is one project. Nicole sees opportunity at the Live Auction to raise money for the scoreboard. Tom liked that.

### 6. [Fundraising / Crab Feed](#) (Pauline)

Auctioneer Selection + Contract (Pauline) - Tom introduced Chad Carvey, Auctioneer, who ran past Crab Feed auctions for IHS, and has success with on-line virtual auctions. Tom asks Chad about virtual auctions. Is it better to have good, better, and best goals versus a single point? Last March, Chad was



## INCLINE BOOSTERS CLUB BOARD OF DIRECTORS MEETING AGENDA

December 14, 2020, 7:45AM

Location:

[Zoom.us/j/99221675273?pwd=enhMbIRLQlVpTXJ2UkZzN01RYOpIUT09](https://zoom.us/j/99221675273?pwd=enhMbIRLQlVpTXJ2UkZzN01RYOpIUT09)

the first to have live chat on a webinar page, simulcast version. He did 33 live virtual galas and they raised more money than last year. The Net is unbelievable. T-School had 190 parents register, and 68 attended the virtual gala, and they raised \$510,000, more than 2 years ago with 300 guests. Sierra Nevada University had 33 guests and raised \$572,000. The guests are raving about the events. One third are going to continue with virtual fundraising, and combine it with a dance, separating the two events. The spring has hybrid events. Dinner parties at residences look at one screen. 20-25 minutes for FAN or 4 minutes for Live Auction. Vacations are selling well, especially if given 12-18 months to use. Tom asked about opportunities and sees that it's a lot less work for us, and we need live auction items. How many? Chad said 60% less work for the virtual event. Still have to collect auction items if raising mostly money is the goal, then use Chad. The auction is 45 minutes to an hour. Chad suggests 5 auction lots, and if we can sell one lot twice, then it's less work. One type of super hot live auction lots are from consignment. Two weeks ago he sold 36 Mexico vacations at 5 star resorts. The consignment cost was \$900, and the auction value was \$3,100. Tom said opportunity to expand reach beyond Incline Village with virtual auctions. Chad said alumni help, and now we can be global. It's easier to attend a virtual gala, but it's easier to not attend also. Chad can help with attendance with best practices. Tom challenges Tracy, Khal, and Alma to re-engage students, parents, grandparents, and former students. Decide if attendance is free or if we charge a fee. Pauline asked about Chad's wife's role during the auction. Chad describes her as the Technology Lead or Producer. She cuts videos in, switches to Live Feed during the auction. Also, she emails links for registration, crates individual links with Bidder Numbers. She manages rehearsals. It takes about 10 days to do it and costs \$1,500, including their webinar page called DEMEO. She encourages guests via Chat and does the countdown for auction closing via Chat. Pauline asked about Spin's services. Chad said Spin will continue to register guests, including payment and checkout is as usual with Spin. The entire Chat can be printed out, so we can easily clarify bidders and runner-ups. Tom asked Chad for a contract. Chad said alcohol does not help fundraising. Schools need a day-off on Saturdays for Live Auctions. The hot days for virtual auctions are Thursdays, Mondays, and Tuesdays. Chad provided fee options and they are in Tom's Inbox. Chad said IHS was his first gala and he got ten galas out of that. He wants to give us a good deal. After Chad left the meeting, Tom shared Chad's fee structure. It's \$4,800 plus an incentive for increases above 20% FAN. The fee is for an hour of fundraising and engaging on-line. An additional fee pays for Tech Support. Having a Live Audience is a winner.

**NEXT STEP:** Tom will circulate the auctioneer contract and the Board can vote via email.

Nicole requested a goal for the FAN. Tom says \$100,000 is reasonable with a safe goal for the scoreboard. We can elevate the goal and raise money for the Field Flip project. Pauline said we are working with Highlander Pride, and she thinks combining our efforts can get us to \$150,000. Nicolle asked about replacing computers each year. Tom said we bought a bunch last year. It doesn't make sense diluting that. Let's focus on Sports and the outdoors. Nicolle suggested using the field and new scoreboard for movies. Tom has issues around monetizing the scoreboard. Some suggestions for using the scoreboard and field for community support such as student film festivals. Kevin asked about the goal for a higher FAN amount. He feels locals may be very giving this year. How do we presell the Field expansion, if we raise more than \$100,000? This is a great way to appeal to alumni, such as Homecoming. Pauline wants a PowerPoint for the Field. Holly likes broadening the use of the field to non-athletics, such as graduation. Tracy would love these projects under normal circumstance, but is worried about other needs in the community, and that using money for this project may be irresponsible. Sara likes the community outreach for the Scoreboard, such as movie nights, and making it bigger than just football or soccer. She's curious how that will translate out to



# INCLINE BOOSTERS CLUB

## BOARD OF DIRECTORS MEETING AGENDA

December 14, 2020, 7:45AM

Location:

[Zoom.us/j/99221675273?pwd=enhMbIRLQlVpTXJ2UkZzN01RY0pIUt09](https://zoom.us/j/99221675273?pwd=enhMbIRLQlVpTXJ2UkZzN01RY0pIUt09)

the community, beyond a football benefit, and we'll have to think about how to communicate that it's not just for sports. Alma talks about videos, star follies, and more community events to get together. Our goal is helping the school and students needs. The scoreboard is our FAN goal, and the Field Flip is our stretch goal. Pauline asked about graphics. Sara said we have existing cowboy Crab feed graphics, but not the original crab feed artwork. This is not a problem as she can find artwork on-line. Pauline & Sara are working together on posters for the Crab Feed. Sara needs a link for the posters that direct people to our webpage, but she's getting errors when using the previous link. The domain "CrabFeed.com" is registered with Go Daddy. Pauline will send Sara the phone number of the person who started that page. Sara thinks she'll be able to assess the redirect problem if she can log on-to Go Daddy directly.

Pauline said Robyn Hugar would help get the kids involved, via TikTok videos, etc. Pauline asked Alma to help. Pauline would like videos from the seniors, clubs, and sports teams. Nicolle asked Pauline if she followed up with Andrew. Pauline did not. Nicolle said he did the Ski Team videos.

**NEXT STEP:** Pauline will send Sara the phone number, and Sara will figure out the domain link and get the website set-up with the basics, then expand from there. Tom and Pauline will have a separate breakout meeting about Auction Items before the holidays. Tom requested everyone to support Pauline in finding auction items. Pauline would like to launch by January 4<sup>th</sup>, 2021. Nicolle will remove Boosters parent meeting from the school calendar. Pauline will contact Andrew about videography.

7. Communications (Sara) – Tom asked Sara about the digital board for the High school, and since the County doesn't like it, we're going to drop it as a project. Sara asked about the Blog Post. Tom suggested one before winter vacation. Nicole suggested a "Save the Date" for March 18<sup>th</sup> for the Crab feed. Tom suggested canceling the upcoming parent Booster meeting. All agreed.

**NEXT STEP:** Sara and Tom will send out a Blog Post before the holiday to include the upcoming Crab Feed date.

8. Admin (Holly)

- 8.1. Nevada Secretary of State Registration; Notary etc. – Holly sent Natalie Tiras the signed documents and Natalie filed them with the State. We're awaiting confirmation notices.

**NEXT STEP:** Holly will follow-up with Natalie to get the confirmations.

- 8.2. Google Workplace vs. GSuite; gMeet vs. Zoom

**NEXT STEP:** Nicolle to share her Zoom account administration with Holly.

9. [Theatre Renovation](#) update (Tom)

- 9.1. Rejuvenate Theater Seat campaign? When/How? – Tom said we'd get passed Crab feed, and then we'll promote the Theater Seats. Nicolle suggested Theater Seats as Auction Items or prizes for raffles during the on-line fundraiser.

- 9.2. Hospitality (Melanie) - Teacher Appreciation update and signups – Melanie sent an email with her update.

10. [Membership](#) / Banners (Khal w/Alma/Tracy)

- 10.1. Classroom Proctor Volunteering – Programmatic outreach to alumni (Sara+Alma)? – Tom encouraged anyone interested to get fingerprinted in Reno.



# INCLINE BOOSTERS CLUB BOARD OF DIRECTORS MEETING AGENDA

December 14, 2020, 7:45AM

Location:

[Zoom.us/j/99221675273?pwd=enhMbIRLQlVpTXJ2UkZzN01RY0pIU09](https://zoom.us/j/99221675273?pwd=enhMbIRLQlVpTXJ2UkZzN01RY0pIU09)

10.2. Membership / Banner Vision? – Khal doesn’t know what to do about Banners. Tom thinks engagement is more important than membership right now. We need parent emails and focus on Crab feed. He would like us to get alumni engaged. Alma suggested not charging a fee to become a Booster member. Tom says parents can Opt In for communications, and don’t have to be a Boosters member to receive benefit of Boosters. Tom shared the Google contact list, sorted by graduation year. Membership is a subset of the contact database. Nicole is looking at Hub Spot that negated duplicate entries. Unless we find a better connected database, Tom said we’d stay with Google.

## NEW BUSINESS

Wed 12/16 5:30PM – Dec Parents Mtg – **Cancelled**

Mon 1/11 7:45AM – Jan Board Meeting

Wed 1/13 5:30PM – Jan Parents Mtg

**ADJOURNMENT at 9:21 AM.**

## ADDENDUM

On Tuesday December 8th the Board conducted an Ad-Hoc vote as described in the email excerpt below:

=====

On Tue, Dec 8, 2020 at 11:09 AM President Incline Boosters <[president@inclineboosters.com](mailto:president@inclineboosters.com)> wrote:

Board - we have a meeting Monday morning, but I would like to expedite an approval for purchasing teacher desktop PCs consistent with Yoxsimer’s quote below.

We have \$15,000 available in our technology fund budget, more than enough to cover the ~ \$6000 required.

If you approve this expenditure, please reply with a “yes”.

If you have questions, please put them in your reply.

If you are a “no”, please say so and state your objection.

Thank you for expediting a decision so that we can make sure the teachers are best equipped during the coming distance-learning months.

- MOTION: Tom proposes we approve the purchase of 10 desktop computers for the teachers, and use the Technology Fund to pay for them. The cost is \$5,990 in total per the quote that Dr. Yoxsimer provided via email.
- SECOND - Kevin
- VOTE
  - Tom – Yes
  - Kevin – Yes
  - Khal – Yes
  - Tracy – Yes
  - Melanie - Yes
  - Holly - Yes
  - Sara – Yes



**INCLINE BOOSTERS CLUB  
BOARD OF DIRECTORS MEETING AGENDA**

December 14, 2020, 7:45AM

**Location:**

[Zoom.us/j/99221675273?pwd=enhMbIRLQlVpTXJ2UkZzN01RY0piUT09](https://zoom.us/j/99221675273?pwd=enhMbIRLQlVpTXJ2UkZzN01RY0piUT09)

Motion carries by majority of quorum.