



# INCLINE BOOSTERS CLUB

## BOARD OF DIRECTORS MEETING MINUTES

Sept 14, 2020, 7:45AM – 8:45AM

Location: Google Meet

[meet.google.com/irf-pkdx-xwj](https://meet.google.com/irf-pkdx-xwj)

1. Opening: Call to Order, Roll Call, Welcomes  
Attendees: Tom Milhoff, Khal Pluckhan, Pauline Leoncio, Holly Beaulac, Kevin Reeth, Sara Hillman, Mel Simon, Nicolle Larson, Tricia Tong, Dr. Andrew Yoxsimer
2. Approval of Prior Minutes Tom moved to approve August minutes. Holly seconded.  
**OUTCOME:** August 18, 2020 Minutes Approved by Unanimous Consent
3. Principle's Report, Dr. Yoxsimer's Update  
Dr. Yoxsimer is waiting on a quote from District for outside Wi-Fi.  
Five Webcams arrived and were given to teachers.  
All purchased HEPA air filters are in place.  
The Hand Sanitizing Stations are not in yet. Mary is waiting to order.  
Lots of Long distance learning kids moved to Hybrid schedule, but Admin will have to stop this.  
Hybrid schedule students moving to Long Distance is easier, but Admin will have to stop this soon, too, because the kids have to start over in Edgenuity.  
Several kids were exposed to COVID outside of school, were excluded, and tested negative.  
Dr. Yoxsimer has not heard of any District COVID testing of teachers and students, but the school needs it. Universities have saliva tests with 2-3 hour turnaround of results. Seems doable.  
The teachers are excited to have Naviance on-board and will be useful for events coming up like Freshman Night and Senior Night, etc.  
Pauline shared the news that the Boosters will receive \$25,000 donation from the Moore foundation, specifically to fund four technology items. In order of priority, the items are: 1) Wi-Fi for outside, 2) Portable Smart boards, 3) Teacher Desktop Computers, and 4) Webcams. Pauline talked to Kathleen and she would like the Webcams to be priority #3, and Teacher computers set to #4.  
Alma notified Kevin that the \$25,000 check is in the Booster mailbox at school.  
Kevin asked Dr. Yoxsimer about the school SWIPE subscription. Is it an ongoing operating expense, is it useful, and what budget line item is paying for it? Dr. Yoxsimer will use either school monies or the Booster Principal's account to pay for it.

**NEXT STEP: Dr. Yoxsimer will check with Mary about the Hand Sanitizers. Dr. Yoxsimer will get pricing, etc. for the technology items. Kevin will collect the \$25,000 check. Dr. Yoxsimer will follow-up with Kevin about the SWIPE subscription.**

### OLD BUSINESS & COMMITTEE REPORTS

4. Financial (Kevin)  
Kevin reported that we ordered and paid for a clay mixer from Big Ceramic Store, out of the 2018 Fund-A-Need money. The item was not shipped. Kevin spoke to the vendor in April 2020, but the company shut down due to COVID. Kevin tracked down the CEO on LinkedIn, contacted him, and the CEO apologized and said a refund check is on it's way. The amount is about \$5,600.
  - 4.1. \$10k COVID Emergency expenditure: accounting update  
About \$4,900 has been spent from the COVID Emergency budget. This does not include technology purchases. It includes the air purifiers and webcams. \$25k directed Tech donation: discussed in Principal's report.



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- 4.2. Recent budget expenditures: Athletics, VoTech, Language, Highlander sign  
Last year's budget has been spent on Girl's Basketball jerseys and Football uniforms.  
Tom asked about Bryan Thornton and the mystery invoice that supposedly has not been paid.

**NEXT STEP: Kevin to follow-up with Bryan Thornton about the unpaid invoice.**

5. Membership / Banners (Khal/Alma/Tracy w/Mel)
- 5.1. Membership meeting dates (Wed 530PM after Monday Board mtgs)
- 5.2. New member report + Contact DB update  
Back To School for 9<sup>th</sup> Graders event had about 15 people sign-up for membership.
- 5.3. Plan for increasing membership, recruiting new families  
Discussion around New Family event, originally targeted for this Sunday, possibly moving it to Sunday, September 27<sup>th</sup>. This date conflicts with Yom Kippur, and start of Senior Week.  
Suggestion to piggyback on the Flag Football games held Fridays and Saturdays at IMS and Preston Field into October. Technically, only immediate family members of players are supposed to attend which makes it challenging for Booster members to sell Merchandise and solicit membership. T.K. texted Nicolle that he's worried about NIAA and having Boosters at the games. T.K. will investigate further. At a minimum, Board members whose kids play flag football can work the crowd for membership, and provide hardcopy membership forms and follow-up with parents for payment.  
Tom shared the Membership Contact list.  
Tom asked whether the Welcome Letter & Membership form (discussed in August) was sent out. He doesn't think it went out. Nicolle said Dr. Yoxsimer sent out the letter.

**NEXT STEP: Khal and Mel to decide on New Family event date and report to Tom before this Wednesday's Boosters meeting. Khal to find out the schedule for flag football practices and games. Khal & Mel to plan for 1<sup>st</sup> football game this Friday, 9/18. Whoever will be at the games should download the Square app ahead of time, and collect a Square (Tom has one). Coordinate with Joann to get cash box and merchandise cabinet.**

**NEXT STEP: Nicolle to track down the Welcome Letter email, if Dr. Yoxsimer sent it, and send it to Tom. Otherwise, follow-up and send out the letter.**

6. Hospitality (Melanie)
- 6.1. New Parents Orientation debrief, welcome BBQ? Virtual BTS update.  
Nicolle is working on a BTS webpage that includes a teacher list, the class syllabus, and a teacher video. There will be a spot for the Principal's message, how to navigate the virtual BTS, and the Counseling Department's presentation. This is an opportunity to introduce the Board in a video. The webpage will be posted on the IHSwebsite. BTS is scheduled for September 23<sup>rd</sup>.

**NEXT STEP: Boosters Board Members will meet virtually this Wednesday at 5pm to create video introducing each Board member and their role. Tom to send out invite with talking points.**

7. Communications / IT (Sara)



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### 7.1. Website update?

The website is cleaned up, mainly styling changes, and added plug-ins for easier stylizing of Blog Posts, etc. Sara updated the E-commerce section of the website to make it more accessible and easier to find actions like purchasing a theater seat dedication or membership. Sara updated the Square site, which is separate from the WordPress site, so all the Membership matches the Membership Form. Sara put up a Blog Post and Tom used that to cut & paste for the email that was sent to the Booster Contact List. Facebook is now updated with Booster Member meetings, the golf tournament from last weekend, and other Booster events.

Tom wants the updates to the website, like the Blog Post, to show up on Facebook. He used to see updates to Twitter along with Facebook when publishing on the website, but he doesn't see the Twitter updates now. Tom is not as concerned with Twitter updates. He asked if Sara sees the updates on Facebook. Sara has not seen any plug-ins for that. She thinks there's a lot of authentication steps between the two. Tom says it used to do it automatically all the time. Tom & Sara will discuss this off-line. Sara did amazing work with all these updates!

### 7.2. Sept/Oct Blog / Email blast

### 7.3. Highlander sign update

The Highlander sign is up and looks great! Robin Hugar helped a lot with the stenciling for the letters, and the custom rails allow for easy changing of the letters for messages. Sara has some extra letters in her garage. Are the students taking over the messaging? If not, Sara can hold onto the extra letters.

**Next Steps: Sara will update the Highlander sign to include additional Booster purchases like the Webcams & Tents. Sara will update Facebook and the website to promote Friday night-lights flag football games, and New Family Event that's being planned. Sara will connect our Word Press site to the Boosters Facebook page, so updating Word Press will also update Facebook. Tom & Sara will discuss automatic updates between the website and Facebook.**

## 8. Advancement (Nicolle)

### 8.1. Progress with CRM solution? Vs GSuite Contacts?

Nicolle is looking at piloting a new Customer Resource Management (CRM) solution for development. Tom suggests trying it on the side, and either we'll adopt it or we won't. Tom does not want to maintain two different CRM systems. Nicolle is not a fan of Google because it's not user friendly. Tom said that's the nature of CRM systems. If Nicolle wants to adopt a system that's cheaper, easier to use, and ad free, then Tom is okay changing it. But, we have something in place now, and we won't swap it out until something better is provided.

### 8.2. Drip campaign – plan and execution, spending to date

Tom explained that we were going to have a fundraiser session, but decided that gathering face-to-face in the time of COVID was not a good idea. Nicolle will send out an email and get the Advancement group together to create a calendar. The DRIP Campaign is more coming along side the more involved community members and telling them what our needs are. Nicolle chatted up Kern Schumacher and he now knows all about our needs at Incline High School. The goal is to reach this circle of philanthropists in our community who don't seem to realize what IHS needs



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exist; we're not on their radar. Nicolle thinks we can get a lot of traction by reaching out to this circle of people. For example, the first action is to send out facemasks to all the people who could possibly engage in future IHS events, and say "welcome, and we hope you'll be part of our Incline community and please use these facemasks when attending our events". The goal is to make contact once a month to this group of people. Tom distinguished between Development/Advancement from Fundraising, that Advancement is more of a long-term relationship with people who have resources, either relational or financial, in our community. Tom would like to support this effort and he recommended that Tricia join in. Mel expressed an interest, and as part of Hospitality, is an important contributor. Khal also expressed an interest. Tom asked Nicolle to get the Sub-committee kick-off meeting together before the October break and our next Board meeting. Nicolle would like to grant Booster membership for free to community members like Duffield and Schumacher. Tom thinks that's doable.

**Next Steps: Nicolle will send out an invite to the DRIP campaign sub-committee (e.g. Tom, Tricia, Mel, and Khal) to meet before the October break.**

### 9. Fundraising / Crab Feed (Pauline)

#### 9.1. See IEF GoFundMe in New Business below

Mary was going to start a GoFundMe campaign, but decided she didn't want to compete with the Boosters membership drive early in the year. Mary has done a lot to get COVID deployments. Pauline sent an email to start getting auction items for the annual fundraiser. Her idea is to have a fundraising event in March, in the theater, streamed Live, like a Jerry Lewis telethon. It'll involve the Seniors and a caterer for a couple of hours. The Seniors can deliver meals to homes. We'll have live & silent auctions, videos, music, etc. Pauline will need help with the technology involved in streaming the event and bidding on-line. The main focus right now is getting auction items. Have Tom, Holly, Pauline, and Kristy Watrud get together to kick-off discussion of auction items and use of OneCause. Tom suggests forming a Procurement Committee for auction items. Pauline is asking for all to be on the lookout for auction items, and think of a new name for the event instead of "CrabFeed". Also, the tentative date for the event is Saturday, March 13, 2021.

**Next Steps: Tom, Holly, Pauline, and Kristy Watrud, if available, to get together to kick-off discussions about auction items.**

### 10. Merchandise (Pauline)

#### 10.1. Need to increase Mdsg budget? How much and what procure?

Joann wants to buy some new items to replace what we had. She also has a new item she wants to buy, but she didn't have a budget for it. Tom asked Kevin if Joann has spent out of the 2020/21 Merchandising Budget? Kevin has not received any invoices yet. Pauline to find out what Joann has spent so far and from what source. Kevin gave Joann the current budget, but he also thinks it's okay to go over budget because we will recoup the money. Kevin wants to avoid building up inventory that won't get sold, but if it's sold, it pays for itself. Pauline would like to order at least 100 facemasks. Nicolle would use them for the Drip Campaign. Pauline asked Joann for a price, and wants to be sure we can order them. Tom requested Men's T-Shirts. Joann is looking for



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money for new designs. Pauline will get a price & send it to Kevin and Tom. Tom stressed getting inventory that will sell.

**Next Steps: Pauline to contact Joann about Merchandise money spent already, new money needed, and ordering facemasks. Pauline will get pricing and send the information to Kevin and Tom.**

### NEW BUSINESS

#### 11. College Prep Program & funding

Tom shared that Leslie Herman will present College Readiness in the Members Meeting this Wednesday. This was funded last year.

#### 12. Communications check + Upcoming dates:

Tom asked if the Calendar is working for everyone. Nicolle requested that past meetings be deleted from the calendar. Mel received from Joann updated attendance numbers for the Academic Achievement Luncheon. It's now 198 vs. 100. Nicolle noted that the Luncheon is scheduled for September 24<sup>th</sup> & 25<sup>th</sup>. Mel discussed with Tom & Kevin paying for the luncheon through the Hospitality budget, since we didn't have the New Family event. Kevin shared the Hospitality Budget is \$1,000 for Back To School night, \$350 for the Freshman Lunch, \$300 General, and \$1,500 for Teacher Appreciation. Since we didn't have a Back To School Night, the money will go towards the Academic Achievement luncheons. Mel thinks the maximum will be \$1,200 for the lunches.

Tom will see everyone for the BTS Video on Wednesday at 5pm, then the Members meeting at 5:30pm. Schedule parent mixer/bbq preferably before Wednesday's Members meeting. Nicolle is setting up the Virtual Back To School; it'll be up on the website for month's, until it's removed. The next meeting is Monday, October 12th for the Board, and the Member's meeting is October 14th at 5:30pm. Nicolle suggested an in person component for the October 14<sup>th</sup> Members meeting since it will also be Junior Parent Night. We should be selling Booster's membership at all the Parent Nights. Nicolle shared that the Parent Night's will be in person and at the school. There will be a presentation by the counselors, specifically about Naviance, and then Dr. Yoxsimer will share need-to-know information about the particular class. Dates for the Parent Nights are as follows: September 23<sup>rd</sup> for Freshmen, September 30<sup>th</sup> for Seniors, October 14<sup>th</sup> for Juniors, and October 28<sup>th</sup> for Sophomores. All Parent Nights run from 5:30pm to 6:30pm. Tom suggests Nicolle work with Dr. Yoxsimer to get a 5-minute cameo and to pass out membership forms. Tom asked Mel and Khal to think about this process. If the Square transaction is too cumbersome, Tom is okay with passing out a sheet to get a name, email address, and phone number, then we follow-up with a personal call and set them up on-line.

**Next Steps: Mel and Khal to determine best process for soliciting membership at Parent Nights.**



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Wed 9/16 5:00PM Boosters Board BTS Video;

Wed 9/16 5:30PM – Sept Members mtg

Fri 9/18 – Parents mixer/Football?

Wed 9/23 – Virtual Back To School and 5:30pm

Freshman Parent Night

Thu 9/24 & Fri 9/25 – Academic Luncheons

Wed 9/30 – Senior Parent Night

Mon 10/12 7:45AM – Oct Board mtg

Wed 10/14 5:30PM – Oct Members mtg and

Junior Parent Night

Wed 10/28 5:30PM – Sophomore Parent Night

**ADJOURNMENT at 8:45am.**