



INCLINE BOOSTERS CLUB

BOARD OF DIRECTORS MEETING MINUTES

January 11, 2021, 7:55AM

Location:

[Zoom.us/j/99221675273?pwd=enhMbIRLQlVpTXJ2UkZzN01RY0pIUOT09](https://zoom.us/j/99221675273?pwd=enhMbIRLQlVpTXJ2UkZzN01RY0pIUOT09)

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

Attendees: Holly Beaulac, Alma Brubaker, Sara Hillman, Khal Pluckhan, Nicolle Larson, Pauline Leoncio, Tom Millhoff, Kevin Reeth, Tricia Tong, Dr. Andrew Yoxsimer

Absent: Tracy McKean, Mel Simon (resigned/moved)

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

OUTCOME: December 14, 2020 minutes were **Approved** by Unanimous consent

3. Treasurer's Report – Income, Expenses, Encumbered Funds, Balances – Kevin sent an email on 01/10/2021.

OLD BUSINESS & COMMITTEE REPORTS

4. Dr. Yoxsimer Report

The IHS Staff are getting vaccinations this week. Tia Rancourt is coordinating through the Fire Department. At least half of the Certified staff will get vaccinated this week. The Classified staff will be vaccinated at a later time. The Incline Education Fund will provide funds from the Ice Age event, and will be used for mental and emotional health support. Some money will be used to recognize Seniors with yard signs, etc. Dr. Yoxsimer hopes for a normal graduation, either in the Gym or outside on the field. Dr. Yoxsimer enjoyed having graduation on the field last year. A new scoreboard would be great for graduation out there. The ACT for Juniors is January 23rd. The Juniors are automatically registered. The ASVAB, like an aptitude test, is scheduled for Sophomores on the 23rd. He's not sure what the Freshman and Seniors will do that day. He'd like to plan an off-campus event for Seniors on the 23rd. Last year, the Seniors had an off-campus mental health day. As for sports, the outlook is not good for this year. Basketball is on hold. Wrestling doesn't look good to start. If we have a season, there will be no audience at all. The school may need monetary support for Livestream. Tom said the NICA approval is difficult, but if we have some set boundaries, the Boosters can expedite funding to support streaming of events. Dr. Yoxsimer will talk with Tom Reymer to find out the cost, hopefully by Wednesday. As Dr. Yoxsimer recalls, it might be \$5,000 for Huddle Livestream. Tom supports helping, but doesn't want to lose money if the sports get cancelled. The Board had no concerns with supporting this. Tom mentioned the Boosters would help with the mental health education as well. Dr. Yoxsimer said the finals are pushed back a week. One hour finals will be held in the morning and again in the afternoon from January 27th – 29th. The schedule includes Wednesday class 2 (AM), class 5 (PM), Thursday class 3 (AM), class 6 (PM), and Friday class 4 (AM), class 7 (PM).

5. Financial (Kevin)

The major expense was the Teacher Desktops, and the check was cashed. Kevin presents a process improvement idea, based on a request for the Library that includes 40 items on an Amazon Wish List. Because we are a non-profit, our Amazon account allows us to add individual users. Kevin wants to invite teachers into the account so they can submit their wish lists directly. Pauline suggests just adding Department Heads. Alma agrees and said some duplication occurs among teacher requests otherwise. Tricia notes that Department Heads are supposed to approve teacher requests before the Boosters purchase items anyways. Khal used this same process at the T-School and it worked



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well. Tom asks Kevin if he can get a report from Amazon detailing the items. Kevin can retrieve the data, but he doesn't know how easy it is, and he's not sure he can sort it by Department.

6. Admin (Holly)

- 6.1. Nevada Secretary of State Registration; Notary etc. – Holly said we have a verbal confirmation that the State received the documents, and the State is working on the formal written acceptance.
- 6.2. Tom thanks Sara for the website and posting the Board minutes. Tom shares that Mary has pledged for the IMS computers, and asks her if she'd like us to evangelize collections on our website. Mary says 'yes' and she appreciates our help. Nicolle thanks Mary for her work in raising \$100,000 in 30 days for the IMS technology upgrade. Nicolle thinks this is a positive for our event. Tom wants Sara to add the IMS bit into the Blog Post. Sara said it's in there.
- 6.3. Replacing Mel (9th voting Board member) – Mel Simon resigned from the Boosters Board, which technically puts us in violation of our By-Laws. We need a 9th Board member. Tricia suggests Erin Lager as a replacement. Erin and her husband, Jeff, and their 3 sons are new to the area. Erin has sons in the 11th grade and 8th grade, and an 11 year old. She was involved in a private school in the Bay Area, and was Treasurer for another school Board. Tricia relays that Erin would like a sweatshirt for her Junior. Nicolle will get the sweatshirt for her son through JoAnne. Pauline said the spirit wear is by the Theater. Tricia will introduce Erin to Tom via text.

NEXT STEP: Nicolle to coordinate through JoAnn and get Erin Lager's son a sweatshirt. Tricia will introduce Erin to Tom via text.

7. Fundraising / Crab Feed (Pauline)

Auction Items – They have been very hard to find. Tracy donated a place in Hawaii, and that's all we have. The Auctioneer, Chad, has consignment items that are expensive, but cool. Pauline advocates using these items since the focus is on the Fund-A-Need (FAN) and we aren't having silent auctions. If we want to use the Mexico vacations, we can put them on the website now. Tom said Tracy suggested an Adventure Package, but that it's a lot of work to package and process. He's disinclined to use this. Tom prefers an Airbnb with theater tickets type of package. Nicolle likes the high end items, and suggests Exclusive Resort packages, since several people in town have them. Pauline is still looking for free auction items, but she wants to get items published soon. Sara likes drumming up interest now and thinks the consignment packages will work well if the trips have to be delayed (due to COVID).

The Website – Sara created the website and Pauline thanks her. Pauline started sharing the event information, and she advertised on the Facebook page last week. Pauline asks others to share on their personal Facebook page. Sara suggests a "Donate Now" button. Tom says we haven't had luck with that in the past. He doesn't want the "Donate Now" to distract people from registering for the event. Khal thinks there's value in having a button, and Pauline agrees. Tom tells Sara she can work with Kevin to set-up the link for the "Donate Now" button. Tom asks Kevin about using Square to collect donations, and Kevin will check if Square handles open ended amounts. Kevin says we have a PayPal account that's easy to use. Tom likes migrating to Square. Khal asks Pauline if we have someone who manages social media like NextDoor and Facebook for the high school. When Sara updates the website, she sends an email, then updates our Facebook page. Pauline will contact the Tahoe Daily Tribune and Tahoe Weekly/Sierra Sun to provide the event date. She hadn't considered NextDoor. Alma uses Facebook and can share with the Incline Facebook groups. Nicolle will share



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from the High School out to the community. There is no flyer yet. Sara will create it, but she wants some interesting content to add. Sara wants to build interest over time. Pauline and Sara will work together to market the event. Tom suggests that when promoting the event, say the date, but don't post a PDF. Have a link directly to the event website which will push people to register, donate, etc. He wants centralized information. Tom encourages Pauline to share possible auction items with Nicolle and Tricia and ask if these items will bring in VIPs. Pauline will run items by Nicolle and Tricia, and review them with Chad, the auctioneer.

NEXT STEP: Kevin will check if Square handles open ended amounts, and Sara will work with Kevin to set-up the "Donate Now" button. Pauline will send Sara a couple auction items to post today. Pauline will send a note to Tahoe Daily Tribune, and any other local news outlets. Alma will share the event with the Incline Facebook groups. Nicolle will share from the High School out to the community. Pauline and Sara will work on the event flyer and other marketing ideas.

Food - Tom met with Incline and T's. They liked the promotional idea running a week or two up to the event. Tom describes using a sandwich board to advertise the restaurant, and getting a picture of someone in front of the restaurant. We enter the submitted pictures into a raffle-type contest. It's illegal for us to run an on-line raffle if we get money from it, there's an element of chance, etc., but there are ways around that. Pauline asks if the restaurants have any crab specials for the event. Nicolle suggests Bite and Frederick's, as they have crab menu items. Also, she suggests checking with the Hyatt to see if they would offer the crab platters. Pauline shares the on-line fundraising event for a local private Christian school.

Admissions: Tom talks about charging registration fees. Chad recommended using a 3-tier approach to the fees: 1) Use a historical amount, or \$100, 2) Cover the cost of the event, which is about \$100/person, with 150 attendees, and/or 3) Donate what you can. Pauline thinks \$100/person is too much given the fee doesn't include food and drinks. She suggests \$50/person. Tricia and Nicolle discuss keeping the sponsorship simple. With a \$100 donation, we can provide either a giveaway basket or a t-shirt with logos on it. So, a \$250 sponsorship purchase provides for a t-shirt with logos or a goodie basket. They mention a discounted alumni price, and creating a Chat Room before the event for alumni to hang out. Tricia suggests we look for someone to pay for Chad. Khal shares that the Tahoe Expedition School normally charged \$150/person for the live event, and they reduced the on-line event fee to \$75. Tricia likes a hard deadline for sponsorship. She states they need a sponsorship letter to go out, like yesterday. Tricia suggests referrals, and consider contests to incentivize students to reach out to grandparents, other friends and relatives, etc., to raise money for the Crab Pot. Maybe the kids enter a swag drawing once a week. Tom asks who can take the lead on the t-shirt design and production. Nicolle thinks we can purchase extra t-shirts at a bulk discount and sell them later. Tom recommends a limited run on t-shirts, then after the event, count how many we need to produce. He agrees we can sell the t-shirts as swag next year. Sara volunteers to work on the t-shirt design, and use last year's sponsors as a sample to post on the website. Nicolle states that Mr. Dominguez and a student artist are working on a new IHS logo. Tom says we've been waiting on the new logo for a year. We need something faster. Tom votes for a book mountain logo and a pithy saying. Maybe use a gray-black logo as it's cheaper. Alma likes the high school logo on the t-shirt. Sara will try some mountains with Incline High School on the shirt. Tom registered all the Board members into OneCause, using them as guinea pigs. He'll finish the registration and have it up this



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week. Nicolle emphasizes that Boosters are apolitical and we need to project that with all our school-related communications. Nicolle talks about celebrity cameos. She liked Matt Rolls and crew on the baseball field last year. Melissa Joan Hart is no longer a local. Cobra Kai is a popular show right now, and maybe we could create a chat room. As for drinks, Nicolle suggests a mobile cocktail bar cart, offering a special drink like Moscow mules. We could also have a mobile dessert bar. Tom inserts that Chad said dinner parties don't promote bidding because attendees are focused on their guests and not the bidding. Tom proposes we sell sponsorship on the new scoreboard. Tricia will check on the price for the bar cart.

Videos: We need Tiktok like videos from the students. Pauline is disinclined to use cameos of celebrities. Chad advised that the cameos help to entice people. While Cobra Kai or previous Ponderosa celebrities are possibilities, the cameos are not a priority. Alma sent an email to the sports coaches and they're excited about the videos. She gave them a 3 week deadline. Tom asks for a copy of Alma's email. Pauline reached out to Ben and Nicolle's videographer. Andrew doesn't do videos anymore. Pauline will check with Kendall Hoops and Emmanuel Laura who helped Ben in the past. Tom is looking for someone to capture the videos. He suggests providing a script. Pauline agrees with an outline for sports team and teachers, but not too rigid. She likes the natural responses. Tom recommends providing questions as xxx. Pauline suggested song and dance videos. Alma agreed and wants the kids to be themselves and they can ask for items if they want. Tom encouraged 5-10 prompts, like singing a song in uniform. He pictured 'T' wearing his basketball uniform and crushing a basket. Pauline suggested to Alma and Robyn to provide ideas. We need a deadline like January 31st, and at least 30 minutes of pre-show video. Tom emphasizes that now is the time for deliverables and execution plans. He asks Pauline to set-up regular meetings, starting with a meeting on Monday, January 25th at 9am.

NEXT STEP: Nicolle to prepare the sponsorship letter with a short list of big donors. Sara will create the t-shirt design. Tom will have registration finished this week. Holly will contact the Hyatt about crab platters, any offerings, and how we can help promote the Hyatt in the process. Tricia will check on the price for the bar cart. Tom will meet with Alma, Robyn, JoAnne and the student leadership to pow-wow the pre-show videos. Alma will share the email she sent to the coaches about videos. Pauline will check with Kendall Hoops and Emmanuel Laura about helping with the videos.

8. Membership / Banners (Khal w/Alma/Tracy) – Khal focuses on bigger donors and getting the message out to the community. She suggests an email blast for Save-the-Date information. She asks for input about mailing an actual high-end invitation for the event. Pauline likes the idea. Alma can send out the invitation through the school channels. The Boosters will have to cover the expense for inviting the alumni and community members. We don't want returned mail. Tom has 200 addresses from last year's event. We can put a QR code on the invitation. Spin will not be joining us this year, as he will be on vacation. We can do Spin's job ourselves this year. We'll pre-register on OneCause, download, get a 3-digit bidder number, send the list to Chad and he'll use a separate Chat Room for bids. We'll review the video recording and log transactions after the event. Tom and Kevin will need to invoice for auction items, maybe through OneCause. We're not using credit cards at the time of the event because of the 3% surcharge. Khal asks about banners. Pauline says they're in a storage unit, but we may need new banners. Nicolle says the new ones are \$60. She suggests a thermometer banner, hanging one at Raleys and one at the Post Office. The property management workers hang the banners. Tom noted he can approved expenditures of \$500 or less, without Board approval. Tom suggests talking with Liz Harrell. Nicolle will give Khal the middle school contact



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information for new banners. Nicolle suggests a thermometer banner at the Chevron. She'd like a tag line. Pauline and Tom like the thermometer on the website, and/or for the scoreboard. Tom asks Alma about the crab costume. She doesn't have it; someone picked it up. She'll look for it. Pauline would use old banners and update them with stickers from JoAnne. Pauline wants a focus on getting flyers and old banners. Nicolle will ask the owners of Drink Stuff coffee shop to post flyers on their bulletin board.

NEXT STEP: Tom will send a blast today for Wednesday's Booster meeting and include the Save-the-Date. Khal and Nicolle will get event information out on ConnectEd, after Wednesday's meeting. Nicolle will give Khal the middle school contact information for new banners. Alma will show Khal the old banner. Alma will look for the crab costume. Nicolle will talk with ask the coffee shop to post the event flyer.

NEW BUSINESS

Wed 1/13 5:30PM – Jan Parents Mtg

Mon 2/8 7:45AM – Feb Board Mtg

Mon 1/25 9:00AM – Crab Feed Meeting

Wed 2/10 5:30PM – Feb Parents Mtg

ADJOURNMENT at 9:40 AM.