

SHS Football Booster Club Meeting

Minutes

Meeting was called to order by the President at 6:32 on Thursday 2/6/2020

Treasurer Report:

Starting balance: \$19,767.43 Ending balance: \$9785.08

Open PO's: Wholesale Commercial Laundry (new washer and dryer) \$5500.00; Brad Dempsy (general contractor) \$500; Shuttleman \$660; Texas Roadhouse \$2200.00

Unencumbered Balance: \$900

Washer and Dryer Update: Last thing to be done is to paint; dry wall and tile is done; next step is that the distributor in Birmingham will bring the units up, install and teach the coaches how to use it; industrial size so instruction will be needed

Our player helmets have to be cleaned a certain way in order to be certified. We have had to outsource this in years past which cost \$20 a piece. Our new washer and dryer will take care of this from now on. We can do 10 helmets for the price of 1 outsourced; Managers will not be doing the laundry per coach due to price. We have spent \$1,000 a week on laundry in previous years. These units are made for sports attire, which will help lengthen the life of the uniforms. It kills, MRSA, HIV and other bacteria; Installation should be completed next week.

Fundraising:

In previous years we've done SNAP, have gotten less participation over the years; they charge too much keeping 10% of the funds raised; they kept over 30% of what we made last year due to low participation; we will do 20 for 20 this next season due to being able to keep 100% of money raised; People will not be charged for using MySchoolFees if we can implement that form of payment with the 20 for 20; If we get it set up, and you choose this form of donation at any time, you will need to be sure to put your Player's name in "Detail" section. 20 for 20 funds will go towards that players fees; Bill will speak with Mrs. Daye tomorrow regarding details of setting up MySchoolFees for this. We will put the 20 for 20 form on the website for convenience to print as needed. We are looking into Top Golf's fundraisers in efforts to implement something new and more profitable. 2nd fundraiser is looking like Boston Butts "maybe". More info on 20 for 20 will be coming out soon.

Sponsorships:

We are using a marketing person to help us with sponsorships this year. We are looking to hopefully add higher dollar sponsors this year; Coach ran this fundraiser last year, boosters are doing it this year; Booster are also paying for meals; we are revising the letter this year and reaching out to last years sponsors in hope they will renew for this upcoming season; the marketing person will make 10% of what SHE brings in; she is focused more on the corporate sponsors, reaching out further, more than we already have; the question was asked if the players could get 10% of sponsorships they bring in; board was thinking we did give some percentage last year, not sure due to coach managing this last year; The board will meet regarding this question. It was explained that sponsors are to bring money in for the "Program". It was also discussed that businesses can sponsor a player and pay full fees, but that the player/family have to seek out that sponsor; This is a good option for players that don't/can't pay their fees

Volunteering:

We need parents to help! Mrs. Daye and Watson are helping to get contact information for parents; We need a roster first; We didn't get a roster last year until halfway through the season; will get that ASAP this year; 25 or so players didn't receive info last year due to no contact information and not having the correct roster. Bill is using last years roster to transfer returning player information to this year; We will need to work more getting the upcoming freshmen. We need to make sure we can get all information communicated to parents all season.

Meals:

Banquet went well!! We hope to improve on food amount for next year, so we don't have so much left over; Bill recommended selling tickets starting in October to improve on participation. Frank mentioned possibly adding ticket cost to fees; so if a player has their fees paid, we can count on them for the banquet; once players move on to the next sport, its hard to get them back. It was asked if we can incorporate guest speaker to the banquet next year. We will discuss that with Coach.

President:

We will be discussing fees at the next Board meeting, and will be sharing later
Coach will not make it tonight due to recruiting for our current seniors

Information sent by Coach White:

Monday May 4 physicals will be held in the High School Gym; Spring game will be May 14 @ Decatur High School; summer workouts will start June 8; Varsity and Freshmen will have 2wks off after school lets out; Summer Workouts will be Varsity and JV Monday-Tuesday-Thursday 8am-11am. No Freshmen info has been given at this time.

The question of Revenue sharing during games was mentioned; can we check with administration on getting portions of concessions and parking?; it was asked if we could do our own concessions; the answer was that administration has said no in the past; they fund their programs this way, and programs can't compete with the other programs.

It was asked how we fund our program? The answer was given that we do through fundraisers, gate and fees. We are allowed 4 possibly 5 fundraisers each year; We also have to make sure to do non-conflicting fundraisers; Coach gets funds from gate; Parent participation is a must!! We have to come together to make our "thing" that we can implement at games to generate revenue. Things can't happen without parents!! We have a hard time getting parents to work the chain gang, we need volunteers to make things happen.

It was mentioned by a parent that knowing Coach's account balances and being transparent would help parents understand why we need money and see where the money is going. Due to not being able to enforce paying fees, makes it hard to collect fees; the program wants ALL kids to be able to play, but has to have money to run the program; getting sponsors is vital for our program due to lack of fees being paid. 43% of players paid their fees for the 2019-2020 season. It was recommended to ask for numbers on concessions and parking and gate. It was stated that 240 people attended the banquet, 6 people helped set up and 6 people helped clean up. This was another example of the lack of help. We have to "come together". The question was asked if we can raise "gate fee"; thinking it may be a set amount from the county; Frank will take the "revenue concerns" to administration and ask about Gate fees.

There were no more questions or concerns so meeting was adjourned at 7:34pm