

Raider Athletic Booster Club
October 2018 Board Meeting
October 8, 2018 – 7pm
Tosa East Library

IN ATTENDANCE: Brandon Lowe, President; Tracey Iding, Secretary; Astrid Fossum, Volunteers; Kate Thompson, Treasurer; Christine Weisbrock, Scholarships; Pat Brown, Socials; Heidi Martin, Merchandise; Synara Brown, Red and White; Michelle Guyant-Holloway, Athletic Director; Ellen Dizard, Baseball; Melissa Yow, Girls Basketball; Denise Washington, Boys Basketball; Carrie Houston, Cheer; Bill Murphy; Rob Thielke, Boys Track; Vicki Rydell, Girls Cross Country; Sara Bartz, Gina Owley, Girls Swim and Dive

New Business

- No new requests submitted
 - Track warm-ups request for \$6,000 fulfilled by Athletic Department
 - Inflatable Batting Cage for Baseball/Softball approved at last meeting
 - \$8,000 from Booster Club, \$4,000 from Athletic Department, \$1,000 from each Baseball and Softball
 - Inquiry on whether we have shopped around and gotten best value - Price based on durability, ease of use, warranty
 - Request is one of larger ones made but not largest – videoboard was \$15,000
 - When do fall sports typically submit requests? Ideally in spring of that year to allow time to gather information
 - Swim scoreboard works fine but is outdated
 - Coaches should reach out to AD with requests
- Website updates
 - A number of updates made to website
 - Tracey will work with Heidi to get spiritwear selection online
 - Kathleen Romfoe likely has membership forms; Tracey will reach out again
 - Program information not relevant – Tracey will follow up with Michelle for relevant advertising info

Old Business

- AD Updates
 - Girls Golf – West has Junior in State Championship; tied for 1st overall
 - Girls Tennis - #1 Doubles – Katie Swenson, Ellie Murphy at State 3:00 Thursday
 - Girls Volleyball – Will host 2 regional games
 - Boys Soccer – Host 1st round post season games, then on road
 - Football – last game Friday
 - Cross Country – conference meet Saturday at Rotary Park in Menomonee Falls
 - Girls Swim – Last meet Thursday
 - Coaches / Asst Coaches – looking for Asst Girls Basketball; Track and Field; Girls JV Soccer

- Treasurer Report
 - Net income \$1,877.24 Year to Date
 - Balance \$17,389.20
 - Concessions doing well, many expenses already in
 - Expecting money from winter sport memberships, plus Red and White
 - Next year will plan to pull prior year numbers so know what to expect
 - Kate in touch with tax contact
 - Will discuss Touchdown raffle license
- Membership
 - Working on membership update over weekend
- Red and White Event
 - Saturday, February 23, 2019
 - Start working on in December
 - Will need current list of parent reps and contact info
- Merchandise
 - Working on getting items for website – will only be pics of options, not able to order online
 - Less sales at registration due to online registration options – 200 less students than year prior, plus those that just came for photos – would be nice to have option included with registration fee payments to link to spirit wear
 - Will have presence at conferences in early November
 - Freshmen are biggest customers – can we offer options to Longfellow 8th graders or at orientation in January
 - Can we utilize Sports Marketing students to set up ‘store’ before Christmas break? Michelle will continue to communicate with teacher
- Advertising
 - Businesses that typically were part of program not necessarily transferring to digital advertising
 - Please forward on any ideas on businesses that might be interested
 - Sale would be more of a sponsorship since there is no cost involved – money goes more directly to teams
- Concessions
 - Keep sending out sign ups as Andy is filling in a lot
- Scholarship
 - Amy Wilson new Career Center Coordinator
 - There will be an advisory on scholarship opportunities on January 9 so seniors should be aware of Booster Club opportunity
 - Must be Booster Club member to be considered
 - Deadline is in February
- Socials
 - Fall Social relatively successful – 30-40 in attendance; plenty of food

- Winter social opportunity at Boys East/West Basketball game, Friday, Dec 21, but may be tough timing with holidays – perhaps January date makes more sense
- Objective of Socials is to create a sense of community among Booster Club members and different sports – new venue may encourage that as Leff's has so many familiar faces
- Advertised via Facebook page, distributed to team parent reps, announced at game
- Need to send out via Constant Contact 3 weeks, 1 week prior
- Volunteers
 - All Fall parent reps filled – went better this year
 - Winter reps almost totally filled
 - Some spring filled already – let Michelle know and she can reach out to coaches if needed
 - Concessions staffed through October – Andy sending Fall status update
 - Reps are initially asked if they would like date held for their sport; Parent and students can fill slots – students can fulfill service hours
 - Each sport asked to fill 4 dates, not just 4 shifts; Last year each sport was asked to fill 2 dates; even shorter times count as dates
- Vice President opening
 - Greg's current commitments do not allow him to serve Vice President role
 - VP position typically takes over President following two year term, so person taking over would likely serve as President for two years following this school year
 - VP duties involve attending meetings and filling in for President in their absence
 - If anyone is interested, please let Brandon know
- Next Meeting Monday, November 12, 2018