

**Capital High School Booster Club  
Board Meeting Minutes  
Thursday, August 9, 2018  
6pm, CHS Commons**

**Board Members in Attendance:** Beth Kalb, Cristin Wilson, Debra Miles, Jena Layton, Katie Hurley, Kerri Dawson, Kim Swanson, Kurt Playstead, Ryan Plughoff, Tammi Grow

**Board Members Absent:** Bill Yount, Dan Sweeney, Debbie Williams, Leslie Merchant, Marissa Duerr

**Administration in Attendance:** Steve Taylor

**Guests in Attendance:** Jennifer Johnson

**Approval of the Minutes**

A motion was made by Katie and was seconded by Kim to approve the June 2018 minutes with no changes. Motion carried.

**Administration Update**

Steve Taylor mentioned that they have hired several new coaches for the upcoming school year. OSD is now selling "purple passes" for all sporting events where tickets are sold. Fans can buy their tickets ahead of time online and then the ticket would be scanned at the door. There will be less cash at the door and debit/credit can be accepted at the door as well. Sports clearance begins on August 13 and all forms are available online and are fillable. ALL volunteers (even ticket sellers) must fill out a volunteer form on the OSD website. CHS has been rebranded with a new logo and a new mascot uniform was purchased and his name is "Conger the Cougar". Activity cards are available for all WIAA activities teams to sell. It is a great way for teams to fundraise ...the split is 70% to the team / 30% to ASB account for athletic department.

Important dates:

- Freshman Orientation (Aug. 27 @ 7:45-noon) ... Cristin and Katie will attend. Freshman dance follows later that day/evening
- Falls Sports Orientation (Sept. 5 – Pod A) ... Ryan and Katie will attend
- Open House (Sept. 20 @ 6pm) ... Debra, Beth and Kerri will attend.

**Treasurer's Report**

A motion was made by Cristin and was seconded by Tammi to approve the July Treasurer's report with no changes. Motion carried.

Debra asked for approval for up to \$500 to purchase a laptop that will be a dedicated Treasurer laptop. Cristin made the motion and Jena seconded it.

Motion carried. Debra and Kim are going to work on a budget for the board's approval.

### **Confirm Process for Ticket Sales/Concession Volunteering**

Katie has been working with Signup Genius and has added a field for "allocate to sport" where a volunteer can have their ticket or concessions time recognized by their sport or activity.

Debra and Katie are going to brainstorm questions and language for communicating with volunteers.

### **Fall Sports Meeting and Open House**

Ryan asked about spirit gear and if Paul Whitney might be a good option. Steve mentioned that many sports already have a contact person they use for their spirit gear but there are no contracts so other companies can provide that service as well.

### **For the Good of the Order**

- Date of the auction is **March 16, 2019** with a Country Theme. It was mentioned that is Saint Patrick's Day weekend ... so a GREEN theme might be considered.
- Katie did further research after the meeting and found that if we upgrade to the \$99/year version of Signup Genius we will be able to link the OSD volunteer background check form to the signup page, customize the page with our own logo and photos, and we can also add attachments to emails that go out. This will also give us the customizable fields for tracking volunteers. Board members were supportive of this change.
- Debra presented an incentive program for getting sponsorship and increased membership which included two \$1,000 scholarships and they would be chosen lottery-style. "Tickets" would be entered whenever a sponsorship or membership is purchased. The numbers of tickets entered varied depending on the monetary involvement. It was decided to have the tickets "wiped clean" each year. The winners of the scholarships get to choose a college-bound senior or a WIAA activity within the school to donate the funds.
- Jennifer Johnson expressed concern that she feels that the Booster Club supports the sports teams more than the non-sports activities at Capital. Tammi, Debra and Steve mentioned that the Booster Club does support all WIAA activities and explained how many sports have their own parent organizations to help them raise money for uniforms, etc. In addition, many sports and activities do not ever ask for help but we do try to accommodate when requests do come in. This information and Jennifer's perspective being shared was helpful for everyone in attendance.

### **Action Items**

- Debra Miles:

- Rewrite the membership/sponsorship incentives.
- Work with Tammi Grow on getting website updated.
- Work with Kim Swanson on the budget
- Provide documents and marketing materials for the freshman orientation, Open House and Fall Sports meeting.
- Brainstorming with Katie regarding volunteering communication.
- Attend Open House (Sept. 20 @ 6pm)
- Work with Bill Yount on membership and coordinate with Kerri Dawson to ensure she has new member email addresses to add to Mail Chimp.
- Tammi Grow
  - Train Kerri Dawson on Mail Chimp
  - Post fillable forms for sports clearance on social media
  - Work with Debra Miles on getting website updated.
  - Send invitations to board members and to the new Booster Club email addresses with an invitation to access the Booster Club Google Docs accounts.
- Kim Swanson: work with Debra on a budget
- Kerri Dawson:
  - Get trained on Mail Chimp for Tammi Grow.
  - Once trained, send out fillable sports clearance forms and Booster Club Information to all contacts within Booster Club address book
  - Attend Open House (Sept. 20 @ 6pm)
- Katie Hurley:
  - Brainstorming with Debra regarding volunteering communication.
  - Attend Freshman Orientation (Aug. 27 @ 7:45-noon)
  - Attend Falls Sports Orientation (Sept. 5 – Pod A)
- Cristin Wilson: attend Freshman Orientation (Aug. 27 @ 7:45-noon)
- Ryan Plughoff: attend Falls Sports Orientation (Sept. 5 – Pod A)
- Beth Kalb: Attend Open House (Sept. 20 @ 6pm)

**Meeting adjourned** at 7:27pm

**Next Board Meeting**: Wednesday, September 12 @ 7pm in the CHS library.