

MINUTES

Kentridge High School Booster Club Minutes – General Board Meeting

Call to Order

September 9th, 2013 at 6:10p

Executive Board Introduction

Each member of the Executive Board was introduced to the attendees.

President's Comments

Cameron spoke to the group regarding his role and goals as President of the Booster Club.

- Goal – Steer the Booster Club in the direction of creating a collective, large fundraising program that can help supplement ASB. To achieve this there will need to be work completed on identifying fundraising events, creating a matrix to determine worthiness of events, and outlining the structure and support personnel needed to execute events.
- Goal – Recruitment for general board participants and programs not currently participating in the Booster Club (i.e., volleyball, tennis, etc.). Securing enough individuals to help define, plan, and execute one or more large fundraisers.

Principal's Representative – Eric Anderson, Kentridge Athletic Director

Mr. Anderson spoke to the board regarding his role and future involvement with the Booster Club. He provided key goals that he would like to focus on this year:

- Goal – Would like to see all Kentridge student athletes participating in the Booster Club. This means working with non-participating teams/clubs and encouraging them to join the Booster Club.
- Goal – Create a centralized fundraising program, managed by the Booster Club, which all teams participate in rather than rely on individual team fundraisers. The idea is that collectively we can raise more money for our athletics and activities than we can as individual teams/clubs.
- Goal – Reach out to alumni, in particular former athletes, to support and participate in the Booster Club and athletic programs at Kentridge.

Mr. Anderson addressed the fact that although the higher level goals have been thought of there is still work to be done to define how we reach the goals. He also answered a member's question regarding how the Booster Club should spend money. He indicated that at some point the board will need to define how they allocate funds, especially when teams/clubs collectively fundraise. Mr. Anderson also indicated that it would not be ideal to donate large sums of money to ASB as it could have an impact on how the District allocates future funds to Kentridge.

Approval of Minutes

Motion was made and passed approving the June 2013 meeting minutes.

Financial Report

The following items were reviewed:

- Last year's treasurer, Deanna McGuire, completed the fiscal year report and all accounts were balanced.
- Last year's gross receipts were ~\$89K whereas the year prior they were ~\$55K.
- If you need assistance with your account contact Lori Fleming, KRHSBC Treasurer.

Old Business

- Website – We are looking for a volunteer to help manage the website. If interested contact Al Waltner at al.waltner@kent.k12.wa.us.
- ePostcard, resellers permit, and state UBI paperwork has been taken care of by Cameron.
- Bankcards – All of the necessary bankcards have been completed with the exception of Julie Horton.

New Business

- Refine Booster Message – Why KR Booster Club?
 - The Booster Club is looking to its members to help define our message. The discussion included the following:

- The Booster Club was created to supplement the depletion of the ASB budget. In recent years, the ASB budget has gone from \$120K down to \$57K. The school has had to implement participation fees to cover budget shortfalls and individual teams/clubs have had to increase their fundraising efforts.
 - Financial support from the Booster Club could provide opportunities to students who could not otherwise afford to participate in athletics or activities.
- Spreading the Word
 - This year we will be coordinating with the PTSA Newsletter, parent night, school newsletter, coaches and heads of clubs/activities, as well as our feeder middle schools.
 - We will have a booth at the upcoming parent open house on September 11th.
 - Leadership will be supplying us with signage to use when we are out promoting the Booster Club.
- Additional Booster Club Meetings
 - It was decided that the Booster Club would add 4 more meetings per year to work on additional tasks. There will now be 4 Executive Board meetings and 4 General Board meetings.
- Timelines
 - There was a discussion regarding the setting of timelines. It was identified that each year, to help spread the responsibility and workload, that fall teams focus on picking the appropriate fundraising event(s), winter teams focus on the planning of the event(s), and spring teams focus on executing the event(s). Additional points:
 - The board needs to create a decision making matrix to help determine which event ideas best met our goals. Things like – has this fundraiser already been done, how many volunteers will we need, what is the return on investment?
 - The board is seeking individuals with previous fundraising experience at the non-profit level as well as someone who has worked in securing corporate sponsorship.
- Fundraising Event Options
 - The group briefly discussed potential fundraising events.
 - Auction
 - Golf Tournament
 - Shred-IT Day
 - Add the Green Planet recycling event to Shred-IT
 - House Raffle
 - Auto Dealers – Test Drive Day
 - Sports/Club Field Day and BBQ
 - Fun Run
 - Good Search
 - An ongoing fundraiser where families sign up for the Good Search program and we receive monetary donations based on usage of the Good Search program. Example: online shop through their web portal and we receive a donation back via Good Search.
 - Employer Matching Funds
 - Many employers, such as Boeing, Microsoft, Alaska Airlines, match donation funds contributed by their employees.

Team Reports

- Football – This summer and fall, the football program has been doing several fundraisers. One of their new and successful one's was working BBQ booths at the NHRA Seafair event at Pacific Raceways. The company they worked with was very pleased with their work that they have been invited back next summer. The team raised ~\$4100 overall and is projected to make ~\$10K next summer.
- Cross Country – The team has two fundraisers that they've worked on recently – a camp during the summer and selling the Chinook Book (coupons for local businesses).
- Girls Soccer – The team is currently fundraising by sourcing paid advertising to be included in their printed Annual. The printed program includes the advertising, team photos, game schedules, rosters, and senior recognition. The Annual is a keepsake for the players and their families and is sold at their senior night event.

Announcements

No announcements

Next Meeting

Executive Board Meeting – October 16th, 2013 (TBD)

General Board Meeting – November 13th, 2013 KRHS Room #B-10 at 6p

Adjourn

Meeting adjourned at 7:18p