

EHS Boys Basketball Booster Club Meeting Minutes
Tuesday, November 17, 2020
7 pm

Alissa called the meeting to order at 7:03 pm, welcoming everyone. We did a round of introductions before Alissa introduced Josh Sibley, guest speaker from ETV. Josh shared that ETV plans to cover all home varsity games. Playoff games are TBD. ETV is looking for volunteers to help with play-by-play announcing and camera work. Previous experience is not needed and there is no age minimum. For example, students taking a broadcasting class who want the experience, or parents who want to be closer to the action, could volunteer. Volunteers will need to arrive early and be mindful of both teams (e.g., not overly focused on only the Wildcats) since the game is streamed for both teams' fans to watch. Josh will need to have the positions filled about a week ahead of each game. Becky will coordinate.

Scott shared the Treasurer's report. The club's accountant completed paperwork required to keep our non-profit standing in good order. Last year, our income was approximately \$27k, expenses \$23k, leaving \$4k as excess. Our balance at the end of the fiscal year was \$20,458. Scott asked for a motion to approve. Lisa motioned, Pam seconded. The club's balance is roughly the same at this time. We had \$200 come in from the Red's Savoy Pizza "Chow for Charity" night, \$2,500 come in from the "spring" MYAS tournament (net after trainer fees), and money going out for shooting shirts. Scott also reminded everyone that if we don't have a season, we will offer the option to refund parents their booster club dues or accept the dues as donations.

Alissa gave an update on current fundraisers and presented two categories of new fundraising ideas as ways to achieve our goals this year.

Current Fundraisers

- First off, we reached our goal of \$500 for the face mask fundraiser!
- [FlipGive](#) is an easy way for the booster club to earn money on things we are already buying. Right now, we have approximately 8-10 families signed up and have raised roughly \$500. We are asking all parents to sign up for FlipGive ahead of the holiday season. You can also sign up for the FlipGive Max browser extension as a way to remind you to connect to FlipGive first before buying something outside of FlipGive. There was also a question about whether or not you could have more than one account. Becky and her husband split purchases between EHSBBBC and ETB. More promotion of this fundraiser to come on social media.

New Fundraising Ideas

The group voted for two new fundraisers this year, with a third to be further explored. We will wait until teams are decided to ask families to participate. Logistics will also need to be figured out for any online ordering and contactless delivery ahead of time.

- Category 1 consisted of product sales ideas, things that the players would be selling. The 4 ideas were: Papa Murphy's coupon cards, Gerten's spring plant orders, Canviva hand sanitizer packs and Gerten's gift cards. Boys soccer did PapaMurphy's, but in the fall. Gerten's plant sales could be hard to rally the troupes because it would be the end of our season. The group voted and Papa Murphy's was decided upon.
- Alissa also shared other fundraising ideas from category 2. This category consisted of GoFundMe charity donations, a 50/50 raffle, fan Fatheads, and a golf tournament. A research and planning committee would need to be established if we like the golf tournament idea. This would be a way to build relationships within our basketball community, celebrate our sponsors, and maybe make some money along the way. We could potentially partner with the girls' program or ETB for scale. Also, we may have the opportunity to have employer matching contributions with charity donations. Lisa did the 50/50 raffle for her son's grade school and it was a lot of work. The group voted, with GoFundMe charity donations as the top choice. Steve commented that he was one of the people to vote for the golf tournament. He would be willing to help explore and coordinate.

Coach was unable to join us. We should expect more information after the governor's announcement this week.

Lisa shared that the first apparel order is getting ready to ship to her house within the next week or so. We will need to figure out how to safely get people their orders. The second order window is delayed for now. The T-shirt fundraiser is targeted for early next year.

Lisa also updated the group on the program design and printing. The district will design it for a small fee. We will still need to take the team's pictures, on-hold for now. We are looking at ordering a smaller number of programs this year given the limited number of spectators.

Jess asked for a motion to approve October's meeting minutes. Scott motioned, Alissa seconded. Jess shared that we kept the same levels of sponsorships as last year, while also adding social media promotions to our list of sponsor benefits. Alissa designed a new promotional brochure to use when asking for sponsorships. We have raised \$1,800 so far. Jess will begin directing sponsors to send their sponsorships to Scott in preparation for a season next year.

The board moved December's meeting to the 14th at 7 pm.

Allissa shared that Jenn O'Rourke has started to work with captains and coaches on social media spotlights. These will continue with player spotlights into the year - a nice way to compliment our other social media efforts.

We also have a warm lead with Chick-fil-A to do a fundraising night. Becky volunteered to pursue this and other restaurant fundraiser events. Buffalo Wild Wings would be a good one because we could also purchase gift cards through FlipGive ahead of time. Steve suggested including local businesses that we worry about in this effort.

Hearing no questions from parents, Alissa ended the meeting at 8:21 pm.