



## Appleton North Booster Club – August 9, 2017 Minutes

**Attendance:** Jim Pohlman, Randy Pope, Julia Squier, Tracy Schipper, Kattie Ambrosius, Carolyn Williamsen, Jay & Cari Trayner, Nora Pownell (new member – vote to the board at September meeting), Nate Werner, Carolyn Williamsen, Tracey Tomasetti

- **Approval of Minutes** - Jim P motioned to approve minutes; Randy 2<sup>nd</sup>; passed unanimously
- **New Business** –

Boys basketball - Jerry Overstreet requested to meet with the Booster Club regarding promoting the boys basketball program; unable to attend tonight but will put on September agenda

Freshman orientation on August 24<sup>th</sup> – Jay will talk and show video clip – Nate will get approval from Mr. Pynenberg; important to have table with member info and merchandise available; Nate will order 10 stadium chairs to sell

- **Financial Update** – Balance at Investors is \$84,571.11, plus \$71,366.16 in the endowment, so total \$155,937.27; meeting at Community First Credit Union – Jay, Tracy & Kari to consolidate accounts and see if they are willing to sponsor any of our events; will tackle endowment fund at future meeting; reserved funds increases to be approved at September meeting: coaches clinic in reserved funds should be increased to \$3000 balance, Sport book/buttons bump up to \$2500, Network solution to \$600 for constant contact expense, get fall athlete numbers from Nate in September to increase participation allowance, talk to Chuck regarding tarp expense under athletic requests – reconcile the \$29,131 (off by \$374)
- **AD Report** – presentation by Nate Werner, our new AD; need to create a sense of community and starting coaches council; establishing Appleton North core values; more recognition of student athletes – start twitter account Nate’s twitter handle: @ANActivities; need to increase respect for female sports – getting student board together to increase attendance at all sporting events – theme nights; promoting the multi-sport athlete; bringing back sense of school spirit and pride – make sporting events a destination!; met with Greg H to show him the aspect of our facilities that need help – track and tennis courts will be redone summer of 2018; mudroom improvement entrance is the place to start – signage idea from Eagle Graphics and will seek additional bids from Sign Country; Carolyn made a motion to spend up to \$2000 for the center wall graphic with “powered by the Appleton North Booster Club” along the bottom edge; Cari 2<sup>nd</sup> and passed unanimously; Nate will follow up regarding final image (road sign removed) and cost
- **Concessions** – Julia will send updated account balance after meeting; a couple deposits from volleyball league play and a few bills paid; transition group met; Tracy, Rob & Nicole will get together with Traci H to get outside concessions ready; we will buy leftover product from Sizzle
- **Golf Outing** – went well; thank you Nate for your attendance at the outing; about \$500 increase from last year – at about \$22,000 – finalizing final amount; looking for better/different silent auction items/ideas for next year
- **Website update** – Jay will contact Carrie M regarding website updating; Nora interested in assisting
- **Marketing** – website updating needed, plus a PayPal account needs to be implemented; Carolyn started a new Facebook page for Appleton North Booster Club; student recognition and/or coaches of the month suggested
- **Artisan Faire** – list of vendors posted; Nate offered to communicate student volunteer needs to coaches
- **Membership** – report at next meeting

- **Sports Book** – future of book?; not being produced in a timely manner; advertising declining and no longer a fundraiser – an expense; other sport teams creating their own book; new business item at September meeting - discuss continuing or not at next meeting
- **Golf team request** – new polo request; Nate will look into as he attends their first meet
- **Adjourned at 8:36 pm**

**\*\*Next meeting: Wednesday, September 13<sup>th</sup> at 7 pm in the Lightning Room**