

**Appleton North Booster Club
Board of Directors
December 10, 2014
Minutes**

Meeting Called to Order: 8:05

Attendees: Shawn Blessing, Amy Schilling, Carrie Minges, Jodie Larson, Katy Eiden, Traci Henning, Mary Jarrett, Chuck Van, Carol Valk, Jim Pohlman, Joe Meyer, Karen Meyer, Julia Squier, Kevin Herrling

Welcome and Approval of November Minutes: Kevin Herrling made a motion to approve and Joe Meyer seconded. **APPROVED** 14-0.

New Business:

- Membership concern – attracting new members
- Succession Plan – Over the next month, compile a list of who may be potential members for last year.
- All members on committee – we need to have everyone on a committee.
- Jodie Larsen made a motion and Carrie Minges seconded to approve verbiage to be placed in minutes for the bank “Amy Schilling and Julia Squier should be the signatories on any Board bank accounts, as they are the Treasurer and Assistant Treasurer, respectively, of the Appleton North Booster Club board. All others should be removed.” **APPROVED** 14-0.

Financial Update: If you are a head of a committee, please review the financials for the appropriate expenses.

AD Update: Bleachers for softball were ordered, concrete slabs are poured for batting cages, and bleacher covers were ordered for soccer. Booster Board pays for a table for the Red Smith Awards. The table is for the winner for who was nominated. Kevin Herrling also paid for a table as well. Sheree Garvey was awarded a volunteer appreciation plaque.

Concessions/Volunteer Update: Going well, Big Apple Classic went well. Please sign up to lead for sporting events. During each game, the

workers get a ticket for \$1-\$3, and we are supposed to get reimbursed, however, we will not bill Kevin.

Marketing Update: How to take the people we have involved, and keep them involved. For the spring open meeting, get members to come together and show a production video. There is a multi-point plan that the marketing committee will be pursuing, the plan will include; video production, spring open meeting event, signage... updates to come in future meetings.

Booster Website Update: Thanks for the pictures; we will take down the Artisan Faire thank yous for now. Shawn will send the winter letter.

Membership Update:

- Facility expansion project – to redo the two fields, we will need around 3.4 million dollars. With three schools together, we will need about 4.89 million dollars. Appleton East, North and West came together since we are in the same community. We have some commitments and several big sponsors or contributions, now only need \$640,000 for the three schools. From a national coverage, what we would like is to tap into our community as well as our boosters. This now has become a community project not a North project. Funds will be shared across the three schools held by the District.
 - Open discussion about benefits of the project
 - Discussion about carrying momentum into our phase two project
- Chuck Van made a motion and Traci Henning seconded it to commit \$100,000 to the Homefield Advantage project over a three-year period with a commitment of \$50,000 within the first year, and \$50,000 over the following two years. APPROVED 14-0.

Public Discussion:

- Thank you note from Cross Country
- Jodie and Bob Larson have been nominated for the Red Smith awards.

Adjourn: Katy Eiden motioned and Carrie Minges seconded to adjourn at 9:25pm. APPROVED 14-0.