

Appleton North Booster Club
March 9, 2016
Minutes

Meeting Called to Order: 7:03p.m.

Attendees: Amy Schilling, Carrie Minges, Mary Jarrett, Kevin Herrling, Linda Books, Donna Garrity, Randy Pope, Tracey Tomassetti, Sheree Garvey, Chuck Van, Jane Zuck, Julia Squier, Jim Pohlman, Steve Hoeft, Rose Marie Milani

Guest: Christy Drymalski, Jay Trayner

Welcome and Approval of February Minutes: Kevin Herrling made a motioned to approve and Randy Pope seconded. **APPROVED** 14-0.

New Business:

- New Board Member Nomination – Does anyone have any questions for the two guests interested in joining the board? Are there any additional nominations?
 - Paula Preusinski – Marketing
 - Nicole Soekowicz-Lach – Concessions
 - Jay Trayner – Future Vice President
- A motion was made by Jim Pohlman to nominate Jay Trayner and Nicole Soekowicz-Lach to the Board and Jane Zuck seconded. **APPROVED** 14-0.
- New Youth Football League – concessions
Starting a new 6-7 and 8th grade football league. This is an Appleton team. Would we be interested in doing concessions in the fall? We would supply the space and use of the space. The money profits would be split. This would be four Saturday's in the fall. Discussion was held on the logistics of making this happen.
- We will table this idea until Tracey Henning is here to discuss further.

Financial Update: On the first page, not a lot of checks written. Postal Express checks cleared in February. The Reserved Account was discussed. A copy was distributed to all Board members to review. The

Appleton Education Foundation will be asked to attend a Board Meeting to present their program to all.

Artisan Faire: Linda provided an update. The application has been updated also. The vendor booth price was discussed for both electrical and non-electrical booths. Discussion was held amongst the board if the prices should be raised for the vendor booths this fall. We decided to leave the booth rates the same for this year and bring a proposal to the Board next year.

Concessions/Volunteer Update: Julia is waiting on payment from a couple of organizations. She will transfer money from the concessions checkbook to the main account.

Golf Outing Update: The Golf committee is meeting every two weeks. They are looking at ways to increase the number of female golfers on the date. The committee is looking for donations from companies to be given as door prizes. Discussion was held on how to handle the raffle at the end of the day and speed up the process.

When will the helpers/volunteers be selected for the event was brought up and the consensus was the sooner the better.

AD Update:

- The Theatre show is going to be awesome. Channel 5 did a news brief of the upcoming show that was pretty neat.
- The equipment in the weight room needs to be updated. Especially the cardio equipment, so Kevin will be bringing that to the Board in the future.
- The fan buses to the Saturday games were discussed. There was a loss in revenue on these buses, so Kevin is asking to be reimbursed \$200. Discussion was held on this event as it applies to North Athletics. The buses were for the Appleton North students. Jim Pohlman made a motion to reimburse the school the \$200 and Randy Pope seconded the motion. **APPROVED** 14-0
- The girl's basketball team is looking to organize a fan bus also. Further discussion was held on the policy.

- Boy's track numbers are very high, almost twice as in years past. Kevin will be asking the District for a paid assistant.
- New bench chairs (folding chairs with logo) have been ordered and have been delivered.
- Building and grounds crew is adding the new windscreen. It looks really nice.
- Swimming is asking for new starting blocks. Kevin has 2 estimates and is asking the coach to get another quote. These are very expensive. The district will pay the installation and there is a potential donor to help offset the cost. (Between \$26,100 – 31,000.)
- Eagle Graphics is working on new graphics in the gym. \$1,800 paid for by the district.
- Softball batting cages were discussed. These upgrades will be funded by Sizzle.
- The turf field was discussed. Amy inquired if Kevin could ask the committee when they needed the next \$25,000.

Marketing Update: Where did the question come from for the offsite store asked Sheree? Randy explained what he learned. There is a local Apparel store with three different locations. If they would sell North Apparel, where would the money go? They do online sales also. Everything is printed in the Kimberly location. The salesman said his company gave back roughly \$15,000 to three different schools. We need to find a manager to run store. If we would like a presentation, the owner is willing to come to the board.

Booster Website Update:

- Carrie provided an updated on the Constant Contact program and asked for feedback on the recent test email that was sent to the Board members. There were 2 campaigns created and sent out in the past week. There was roughly 75% open rate. 43% of emails were opened on a desktop and 57% were opened on a mobile device. Suggestions for improvement were given. Carrie will update the message and send out to the complete email group.
- She also embedded code into the Marketing area of the website, so if someone would like to sign up, they can.

- She has been working on finding the creator of the 2011 Facebook page, so that the site doesn't have to be memorialized. She has one more contact to follow up on.

Membership – Jane reported that there was a new lifetime member recently. She had a sample of the new window cling logo and said the logo has been applied to all membership items.

Sports Book Update: Rose Marie spoke about the delay in getting the picture disc. All of the sports books currently have the same cover. To help distinguish each book, could the cover be re-designed/changed to reflect each season?

Open discussion:

- Chuck is looking into having a percentage kick back from Buffalo Wild Wings to North Booster Club when we dine on a certain night.
- Fall Booster Bash is still on hold. Chuck will discuss with Bridget.
- A large, heart felt thank you to Tracey Tomassetti for her assistance in keeping the volunteer spots filled.

Adjourn: Kevin motioned to adjourn and Jim Pohlman seconded at 8:22 p.m. **APPROVED** 15-0.