

**Appleton North Booster Club
Board of Directors
November 12, 2014
Minutes**

Meeting Called to Order: 8:02

Attendees: Sheree Garvey, Chuck Van, Ranae Sommers, Mary Jarrett, Katy Eiden, Julie Bargholtz, Carol Valk, Jim Pohlman, Kevin Herrling, Carrie Minges, Katy Hopp, Shawn Blessing, Karen Meyer, RoseMarie Milani, Joe Meyer, Julia Squier, Traci Henning, Jodie Larsen

Welcome and Approval of September Minutes: Kevin Herrling made a motion and Carrie Minges seconded to approve minutes.

APPROVED 18-0.

Meeting Intro:

- Thank you notes

New Business:

- Membership concern – attracting new members
- Succession Plan
- All members on committee
- Grandma Rose from Natural Expressions gave a presentation to possibly sell her products as a fundraiser. She left some samples of three products.

Financial Update: Amy Schilling cut check for all sports fee for about \$7000.00.

AD Update: Kevin Herrling reported there are two requests for busses for \$100 each. Coach bus to Hudson and back was \$1750.00. We are asking for at least \$200. Joe Meyer made a motion and Jim Pohlmann seconded to donate \$100 for the volleyball bus and \$500 for the Hudson bus. **APPROVED 18-0.**

- Limited number of volleyball t-shirts, if students do not pay and pick up, they will go on sale on Friday.

Concessions/Volunteer Update: All concessions were moved indoors from the outdoor stand.

Artisan Faire Update: Facebook page has over 300 likes, created a Gmail account for communication for the Artisan Faire. Did some new advertising this year. Copper Rock did sell some advanced tickets. Increased ticket price from \$2 to \$3, vendors fees increased \$5, increased outdoor vendors, made a paperless vendor application process that is online, purchased 25 dozen Happy Cookie Lady cookies and made a \$600 profit, made about \$32,000.

Marketing Update: Marketing will need to take on trying to get new booster members. We usually do some kind of winter event. In the past we have done an ultimate fan event during basketball. It is to promote high school students to continue coming to a sporting event. We have about 10 different prizes. We may consider going to different sports alumni events to get alumni forms filled out. We need some kind of plaque or sign on each sport.

Booster Website Update: Carrie will get the message out for anyone who needs to update on the website.
Shawn Blessing needs to write a presidents winter letter.

Membership Update: We have 300 new booster memberships at the Boldt level.

Sports Book Update: Completed. We lost the last page vendor, but may have someone interested in replacing them.

Public Discussion:

- Kaleidoscope Academy raffle at games – during basketball games.
- Athlete yard sign fundraiser – Katy Hopp – no update

Adjourn: Katy Eiden motioned and Shawn Blessing seconded to adjourn at 9:06pm. APPROVED 18-0.