

Appleton North Lightning Booster
Board of Directors
November 13, 2013
MINUTES

Meeting Called to Order: 8:07 pm.

Attendees: One Guest Katie Holtz, Sheree Garvey, Amy Schilling, Mary Jarrett, Julie Bargholtz, Dave Brosman, Traci Henning, Julia Squier, Carol Valk, Peg Weber, Carrie Minges, Kevin Herrling, Shalene Enz.

Welcome and Approval of October Minutes: Kevin Herrling moved to approve and Shalene Enz seconded. APPROVED 12-0.

Public Discussion:

- For next meeting, feedback from general public regarding feedback and welcoming and marketing from all North High School parents.
- For next meeting, do something for the 20th year anniversary discussion.
- For next meeting, put Endowment as an Agenda item.
- Recommendation for funds management when other committees tap into concessions.
- Do some kind of marketing event in the Winter.

Monthly Review of Statement: The amount that is unrestricted is \$99,805.94.

AD Report Kevin Herrling:

- Jim Thaldorl thanked us for football markers.
- Indoor concessions is ready to be moved.
- Great swimming success this year.
- Want to do something alumni related for former students. Maybe through marketing start planning something for next football homecoming.
- Turf update, is on hold as of now. More updates to follow later.

President Report:

- We have to submit a name for the Red Smith award. The banquet happens every year. We donate \$750.00 for a table. They give out money out to schools. Someone from Appleton North will be nominated. A coach, a teacher, or someone who has given back to the community.
- **By-Laws** - were written and were emailed out.
- **Donations** – have baseball cards from a family which was donated to booster club, Sheree Garvey will give an itemized list to Amy Schilling, and she will research any potential implications and report back.

- **Endowment Information** – Amy Schilling will give a brief summary for the endowment. A little over \$53,000.00. The information is on the website, it's like a mutual fund. We initially started with \$35,500 established 6/7/12 and added \$10,000 to it 5/31/13. Baker Tilley audits it every year. The original thought was to start a scholarship fund through this endowment fund. We should have stipulations that we should be putting in money every year.

Concessions Update:

- Traci Henning reported that we have to move everything from outside to indoor this week Friday. Move cooler to new area. Possibly have students name concessions stand.
- Julia Squier said that we made about \$8000.00 last year, and we paid out money for promotional hot dog night. Maybe

Artisan Faire Update and Celebration:

- Julie Bargholtz reported good, positive feedback, great turn out. We did advanced ticket sales and received good comments about that. PR had four segments on Good Day Wisconsin. Gunderson Cleaners and Community First put it on their marquee signs. We had good volunteer turnout. Friday night we were done in two hours. Clean up was quick as well. Jack's cleaning service did a great job with helping us with getting things set up. We did have a couple of vendor issues, like expectations that they have. We had a vendor show up who was not in the same booth and through a fit. The fire department showed up, and maybe some vendors were outside of their lines, and may have put boxes by an exit door. The floor plan was approved, however the fire department will be back next year. The parking lot was full.
- Carol Valk said that our accounting this year is going to be a little bit off. We had 191 spots sold this year.

Membership Update:

- Jodi reported that they are continuing to answer questions; their next goal is to start looking at alumni, and looking to middle school for recruitment.

Volunteers Update:

- Peggy Weber system is working.

Marketing Update:

- Dave Brosman ordered some signs and hopefully will use one for the new concessions area. Bought a 5 x 8 foot Appleton North Booster Club Flag. Parent Liaisons could check out the flag, through Kevin Herrling. At football games, we through out hot dogs and candy. Although some parents did not like it, it was fun.

Adjourned: Sheree motioned and Amy Schilling seconded to adjourn at 9:03 pm.