

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

**Meeting Called to Order:** 8:02 p.m.

**Attendees:** Mary Jarrett, Carrie Minges, Katy Eiden, Sheree Garvey, Kevin Herrling, Joe Meyer, Katy Hopp, Darcey Brinkhoff, Traci Henning, Amy Schilling, Julie Bargholtz, Carol Valk, Shawn Blessing, Ranae Sommers, Chuck Van, Julia Squier.

**Welcome and Approval of August Minutes:** Kevin Herrling moved to approve and Katy Eiden seconded. APPROVED 16-0.

**Financial Update:** Amy Schilling will show when monies are coming in and going out on the monthly financial statement.

**AD Update:**

- Homecoming tents are ordered, water, cookies, popcorn will be snacks. There will be a photographer and band.
- We are looking to put two large TV monitors and scrolling upcoming events and current events that are coming up.
- Field turf update: we may have a nice donation before thanksgiving to start the fund.
- Amy Schilling requested a soft copy of the wish list. Amy makes a motion to approve \$47,962.00; inclusive of wrestling mats and softball bleachers noting that \$6695 has already been approved and paid, Chuck Van seconds it. APPROVED 16-0.

**Concessions Update:** Traci sent a request to the office for a Hot Chocolate machine. Things are going well so far; need some help volunteering coming up.

**Artisan Faire Update:** Full steam ahead right now. Made an admission price increase to \$3.00. We increased booth prices to \$75 for non-electric and \$100 with electric. A new thing added this year is purchasing cookies that girls will go around and sell 25 dozen cookies. We are more proactive this year with safety issues with the fire department. We will shift those vendors that had to be moved. We will do advanced ticket sales, Copper Rock will sell advanced tickets. We will have yard signs this year. We need two people to shadow the Artisan Faire team this year. We are marketing on the FB page.

**Marketing Update:** We have two programs to expand the legacy 20<sup>th</sup> anniversary homecoming, and one-person contacting people from past years to build a contact base. Flyers can be put in program to the alumni and commit to one volunteer.

**Booster Website Update:** Carrie Minges is here for you, she will update the website and upload pictures that you send her. Send content to Carrie for website.

**Volunteer Committee:** Sheree will send a blast to liaisons about signing up on volunteer spot.

**Apparel Update:** Idea to sell Lightning Pride apparel and accessories to sell at sporting events. Will discuss further.

**Student Athlete Booster expansion:** Continued discussion about expanding Booster Club scope to include areas outside of traditional sports (e.g. DECA, Forensics, etc). Selling Lightning apparel could fund expansion. Discussion was inconclusive so scope expansion will not happen at this time. Targeting apparels sales at sporting events to sell Lighting Pride apparel.

Just want to do a pilot and focus on lighting pride apparel and accessories, stadium chairs, ponchos, umbrellas, to raise funds. In turn, we will bring in more parents, more students, to show some support to make sales and profits. Will continue to come up with a plan and discuss 30 minutes prior to board meeting.

**Public Discussion:**

- For next meeting, look at needs for clubs not specific kids. People that are interested in this topic, meet from 7:30p.m. to 8:00 p.m.
- For next meeting we will discuss selling apparel for school.
- Discussion for coach's clinic. Amy Schilling moves to approve support for coach's clinic for \$3,000 this year, and Katy Eiden seconds it. APPROVED 16-0.

**Adjourn:** Kevin Herrling motion to adjourn, seconded by Chuck Van @9:40pm. APPROVED 16-0.