



Appleton North Booster Club – September 13, 2017 Minutes

Attendance: Jim Pohlman, Julia Squier, Tracy Schipper, Kattie Ambrosius, Carolyn Williamsen, Jay & Cari Trayner, Nora Pownell (new member – vote to the board at October meeting), Nate Werner, Carolyn Williamsen, RoseMarie Milani, Karri Holmes, Katy Hopp

Guest Speaker – Jerry Overstreet, boys' basketball coach, introduced himself and talked about the program's evolution to success (7 C's to change the culture: care, consistent, commitment, connected, communication, contagious, culture; 2 new kid-first coaches); needs to increase budget for skill development and team-building; will communicate specific needs to Nate

- **Approval of Minutes** - Jay motioned to approve minutes; Carolyn 2nd; passed unanimously
- **Bob Blaskowski** – Bob was a great teacher, coach and community member; thinking it would be nice to honor/recognize Bob in dugout and/or in school community somewhere; **send ideas to Jay**; we can look at pricing
- **Financial Update** – Balance at Investors is \$78,107.26, plus \$72,247.37 in the endowment, so total \$150,381.63; still looking into reconcile the \$29,131 (off by \$374 – discrepancy in cost – think it was just an increase in a reserved fund item); expenses include \$6461.49 to Postal Express, Constant Contact \$20, tent replacements for golf outing \$432.50
- **Hallway graphics** – thank you for input regarding hall graphics; received input from coaches too; will make decision soon and looking at options in the commons area also
- **AD Report** – none
- **Concessions** – Nicole & Rob were unable to attend tonight because of a church conflict; Jim will get suggestions from Traci as to what to order for volleyball tournament on Saturday and reach out to Nicole for ordering
- **Website update** – wanting to increase social media presence, so Jay will get passwords from Carrie M; Carolyn has some contacts with tech people who could assist us with media updates/social postings for a stipend position
- **Marketing** – Nate will check if we can show video in commons during Back to School Night – need to have functioning button for PayPal; Jane will email Cari regarding posting the button html code on website
- **Artisan Faire** – payments are coming in from vendors; a few dropped out but other asking to be added; will be at capacity; Cari figuring out next steps
- **Membership** – received a few at registration; show video at open house in commons; put blurb in back to school newsletter
- **Sports Book** – sportsbook bill of \$6500; vendors advertising down about \$2000; future of book?; not being produced in a timely manner; advertising declining and no longer a fundraiser – an expense; other sport teams creating their own book; Jim made motion to discontinue the sportsbook for 2017-2018 school year (RoseMarie will draft a letter to current sponsors asking them to continue supporting the direct needs of the club and to determine other areas they can contribute); Carolyn 2nd; passed unanimously
- **Adjourned at 8:30 pm**

****Next meeting: Wednesday, October 11th at 7 pm in the Lightning Room**