

August 2017 Booster Club Board Meeting Minutes

In attendance: Peggy, Sonja, Jennifer, Renee, Dom, Mike, Kevin, Lyle, Glenn, Ed

- I. Approval of the June Retreat Meeting Minutes by Renee, second by Peggy
- II. Approval of Agenda by Dom, second Jen
- III. Treasurer Report
 - a. Monthly financials review
 - b. Estimating a net of \$3,500 for Bingo
 - c. Estimating a net of \$3,500 for Sponsors
- IV. Membership Report
 - a. Plan for the fall
 - b. August 14th Football – sports night
 - c. August 21st -25th – sports nights
 - d. August 28th-Sept. 1st – the rest of the sports nights – cross country, golf, tennis
 - i. Two people should be there for each sport night
 - ii. **Glenn to look into buying some chip readers**
- V. Fundraising Events
 - a. Oakland A's Baseball Tickets 9/9 against Houston Astros (tix close 8/18) & 9/23 against Texas Rangers (tix close 9/8)
 - i. Sonja will start forwarding the e-ticket transfers after the ticket sales close
 - b. Fundraising Dinner at CPK Aug. 21st-August 27th give out cards to use at the sports nights
 - c. Fundraising Dinner at Pomodoro Sept. 7th
 - d. Fundraising Dinner at The Counter Oct. 10th Santana Row
 - e. Fundraising Dinner at Paxti's in Campbell at the Pruneyard Oct. 23rd
 - f. Bingo Bash at Horseman's Oct. 21st
 - i. Early evening event 5-9pm
 - ii. Licensing requirements 18 and over
 - iii. Booze fest
 - iv. Net around \$3,500
 - v. An off duty policeman might be able to a security person
 1. **Jen to contact one**
 - vi. Wine Pull- need 24 bottles of wine
 - vii. Need volunteer to pour wine Dom will
 - viii. Get bottles of beer
 - ix. **Ed will give us some names of people for possible security guards**
 - x. Ed can be the caller and will bring the balls
 - xi. We need to get a security guard
 - xii. Jen provided the insurance certificate
 - xiii. **Jen/Ed will ask El Maestro to provide some trays of food at a discount**
 - xiv. Drawing – 10 items
 - xv. 100 people
 - xvi. **Sonja to get the Alcohol permit-** minimal amount
 - g. Golf Tournament at the San Jose Country Club, Nov. 13th
 - i. 80 players, \$100 per person for golf, 12noon shot gun, they want commitment by 9/1
 - ii. Nov. 13th Cinnabar - \$80 a person, 9am shot gun, \$50 dinner, 47 players,



they don't charge for alcohol, \$160 a person, drinks on course, we need to do some kind of food, **Ed to find out if Friday, Nov. 10th or 17th is available**, charge \$180, with heavy apps, make \$65 a person, give out energy packs on the golf course, **Ed will email all the players from last year**

- iii. Nov. 13th San Jose Country Club, \$85 a person, \$35 dinner, 60 players
- h. Fundraising Dinner at Paxti's in Palo Alto – Nov. 13th
- i. Poker Tournament at Horseman's Jan. 20th 2018
- j. D2D at Villa Ragusa March 31st 2018

We are using EventBrite for event registrations

- register for more than one you get 10% off

We will not be at the Almaden Art and Wine festival

How do we get the word out for all events?

- MailChimp? Jen and Dom input about 1,240 emails into an excel spreadsheet
- Should we use a different system or stay with MailChimp? Stay with MailChimp, update the list with freshman, 20,000 emails a month max, start capturing what events people attend

Sponsors:

Dom and Jen had a banner made, **Dom to hang the sponsor banner**

- Amato Pizzeria - \$500 – All Star Sponsor
- Surfside Kids Dental - \$2,500 – Hall of Fame Sponsor, 4x8 banner, will be hung in the football stadium, in the walk way as you walk in

Back to School Night is August 31st at 6pm

- We have a table. Who can be there? Renee, Peggy, Jen, Sonja, Mike
- We will bring flyers to advertise events, it would be great to give a flyer to everyone, **Mike to ask if teachers can give the flyer out.**
- If we can't give the flyer out have the cheerleaders pass out flyers

VI. Advertise that some companies do matching and pay by the hour

VII. Approval of updated By-Laws

- **Kevin to take one more pass at the updated minutes, and send them out**, and we will approve them in September
- Dom and Jen will be grandfathered in as each having a vote, effective 2018

VIII. Merchandise Report

- a. Monthly Merchandise sales review
- b. **Renee to order chairs**, Dom put together chairs
- c. Blankets will be here soon
- d. Jen would like to order Leland Booster shirts for the board, everyone agreed, the women will pick one they like and the men will pick their own.

VII. Website Report

- a. Website update
- b. Required updates/changes?
- c. Can you give the login info to the rest of the board?
 - a. Kevin has the info



X. Athletic Director Report

- The athletic account bought the domain name for \$100, same website lelandathletics.com – calendar format, rosters will be in soon and up, coach pictures will be up on the site and contact info, football and field hockey started, cross country, girls golf, volleyball, water polo are starting. Football stadium is almost done, marked for football, soccer, and field hockey. Lacrosse will play in the stadium and lines will have to be painted.
- Athletic director report to be moved to the top of the agenda for next month

Next meeting is Tuesday, September 5th 7pm in the FDR

Booster Club Meetings: October 10th, November 14th, December 12th, January 16th, February 13th, March 13th. April 17th. May 15th

