



Slugging Eagles Booster Club Board Meeting Agenda
3 August 2017

Call to Order: President Kevin Easley called the Board meeting to order at 2:15pm. Attendance was as follows: Kevin Easley, Patricia Lopez, Ali Coe, and Bobbie Jo Shoemake. Quorum was established.

President's report:

Goals: Kevin discussed a desire to promote and increase awareness, interest levels and general excitement for the Allen High School softball program. He wants people in the community to know our program exists and consists of a group of hard working and successful young athletes. We need to reach ASA softball players/ families as well as increase parent participation/ involvement within the high school softball program.

Kevin is planning on setting up a meeting with Coach Spaniel to discuss fundraising ideas for the 2017-2018 year. Kevin showed the Board a glossy Game Day program created for the the Plano High School softball program. He had multiple bids and numbers to show that we could create something similar, print 300 copies and possibly bring in \$4200 (from business/family sponsorship) less \$800 in printing concluding with approximately \$3400 in revenue for our Booster Club. He talked about every player having a full or half page profile.

He also discussed some items on the Booster Club's wish list:

1.) New website platform. Sports Engine charges \$590 for initial setup and \$60/ month thereafter for maintenance.

a.) thinking that is too expensive and will continue to look for other options.

2.) Would like to create Facebook page as well as having a Twitter account for the Booster Club to promote and inform.

3.) iPad for Game Day production so that the duties would be easier for volunteers to perform.

4.) Quickbooks Accounting software subscription for the year. \$150/ year

5.) Inquiring and securing student announcers. Will ask Coach Spaniel to contact the school (Broadcasting/ Journalism Dept.)

Kevin also supplied copies of a working budget for the Board to look at.

Membership:

Kevin supplied a mock up of the Slugging Eagles Booster Club Registration Form for review. Bobbie Jo suggested thinking about creating levels of Booster Club membership to possibly bring in more revenue. Discussed adding some incentive(s) for each membership level in addition to the two passes for home softball games.

Ways and Means:

Discussed moving the Whiffle Ball tournament to the fall for better weather accommodation. Kevin suggested it could be changed to a Mushball tournament. Ali stressed the importance of recruiting more sponsorships from local businesses this year. Kevin talked about the need to secure concessions again for the softball/ baseball tournament that run concurrently. Hoping to increase revenue from the softball tournaments with the added field. Ali reminded the board that we needed to purchase a couple of extra cash boxes for the tournaments.

Treasurer:

Patricia had all 6 scholarship checks present to be double signed and mailed. 2 at \$375 and 4 at \$500.

Other discussion:

Becky Ramos has volunteered to chair the End Of Season Banquet. Patricia talked about the need to reserve the PAC for the event as soon as possible.

Ali suggested more roles on the board. Kevin agreed and supplied a list of possible volunteer opportunities/ jobs/ duties with varying degrees of time and responsibility needed. A Volunteer and Tournament Director was stressed as important jobs that would help the Board.

We agreed to meet on Mondays and that we don't need to meet all the time during the year. We'll meet as needed per fundraising and any other responsibilities that arise.

Kevin said he will provide a bid for spirit wear. We'll secure other bids as well and then make an informed decision.

Our next Board meeting will be **Monday, 28 Aug.** followed by a general Booster meeting. Kevin said no September meeting is planned at this time.

Meeting adjourned: 3:43pm

Bobbie Jo Shoemake, Secretary, Slugging Eagles Booster Club

