

JBHS CHEER BOOSTER CLUB
MEETING MINUTES
Monday, April 2, 2018 at 6:30pm
Bowie Choir Room

Type of Meeting: Regular Monthly Meeting
Meeting Facilitator: Stacey Young
Invitees: JBHS Cheer Booster Club Members
Meeting came to order at 6:40 pm

Introductions - Stacey Young

- Principal Robinson, Susan Leos, and Coach Roggemann attended the meeting to provide information relating to the proposed budget
- 3 documents were handed out: agenda, budget comparison, financial needs
 - One correction to the proposed 2018-19 budget - added an item that was accidentally left off version sent in email.

Coach Amie

- Practices
 - Announced and posted on the Team App and will occur from 4:45 to 6 Monday thru Thursday.
 - If your cheerleader has a conflict that will prevent them from attending practice, email coach or message her on Team App.
 - Have been working on skills and getting to know each other
- UCA Camp
 - July 22 - 25 at University of Texas at Austin
- Competition Team Placement
 - Working on skills and evaluating over the next month
 - Moving stunt groups around to maximize skill sets
 - Will determine placement after show-offs
- Show Offs
 - May 16 at 6:30 in large gym
 - This will be the teams' first performance as a group
 - Bigs will choose their Littles to mentor
 - Grand Bigs - Seniors
 - Bigs - Juniors
 - Littles - Sophomores
 - Freshman - will have mentor families
- Fair Share
 - Fair Share is an amount paid by members for each cheerleader that will cover some expenses
 - This year (2018-19), Fair Share will include UCA camp expenses, one competition, and a couple merchandise items (e.g., shirts).
 - First half (\$250) of fair share is due on 4/6. Payment needs to be made in the form of a check made out to "Bowie Cheer".

Question/Comment from Member: Last year, members paid \$250 per cheerleader to attend UCA camp and the booster budget covered the rest, and now they are paying \$500?

Answer: Yes, this is correct, but due to other expense needs, and the growing program, members will need to cover this expense, plus one competition and a few merchandise items through fair share.

Question/Comment from Member: Are camp bags a separate expense?

Answer: Yes, the camp bags are a separate \$40 which can be paid through the Venmo App to @JBHS Cheer Booster Club Blue

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Amend Bylaws to Adjust the Fiscal Year

- The Executive Committee met on March 26, 2018 and voted to amend the bylaws to move the fiscal year from April 1 thru March 31 to March 1 thru the end of February.

Question/Comment from Member: Why did we need to move the fiscal year?

Answer: It will make for a more fluid transition from one season to the next. When the new executive committee takes over, there is often still a month or so left in the fiscal year and the new treasurer is tasked with closing out the books from the previous year. Having the year end sooner will allow for a smoother transition and expenses, such as the new team sleepover, can be covered under the new fiscal year for the new teams.

Coordinator Positions

- The coordinators are beginning to meet with their committees to plan for the year and divvy up the work.
- Social media and website were kept as two separate tasks this year with Rachel Villareal handling social media and Christina Bull handling the webpage.

Photography

- Plan to discuss later; plan is to have members sign up to take photos at one or two specific events; sign-up sheet was handed around the room
- These photos will be uploaded to the Walgreens photo page for everyone to access
- Plan for photo books is different this year; each person can access the Walgreens page and put together a booklet individually; and will not be paid for by the booster budget this year.

Sponsorship Letters

- It is imperative that we focus on sponsorship letters. We are working on putting together the sponsorship letters with dates and incentives to turn in before school starts.

Volunteering

- We need everyone to take part so we can make the money needed to support the program.
- Kiddie Camp sign-up genius will be coming out soon

Wish List

- Coach has a few additional needs such as iPad (donation has been secured), candy to hand out at UCA camp (more details to come), and acrylic paint for spirit banners.

Proposed Budget

- See handouts showing budget, facts and figures about the budget and accounts, and a comparison of expenses between last year and the proposed budget.
- Stacey Y. and Coach R. provided an overview of the information on the hand-outs with some discussion of the history of the program.
 - Discussion centered on the different accounts: Bowie Cheer account and JBHS Cheer Booster Club account
 - The Bowie Cheer account is maintained by the Bowie and AISD and the coach and any donations, sponsorships, or fair share funds made payable to "Bowie Cheer" are deposited to this account and are used at the discretion of the coach with oversight by Bowie Administration and the Bowie Accountant.
 - The JBHS Cheer Booster Club account is maintained by the Treasurer of the Booster Club and any donations, sponsorships, membership dues, merchandise, Kiddie Camp and other funds made payable to JBHS Cheer Booster Club will be deposited to this account and made available to meet the approved Booster Club budget.

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Question/Comment from Member: How does the sponsor know which organization they want to give their donation to? How will they know what their funds will go to support?

Answer: The letter will be very clear as to the choices that the sponsor has choose from.

Discussion continued with Principal Robinson providing information about off-campus booster accounts versus school accounts and how school accounts are limited to 3 fundraisers, whereas this program (JBHS Booster) has much more flexibility to raise funds.

Question/Comment from Member: Does the booster budget still need to pay for all things in the budget if a sponsorship is received? What could be adjusted to allow us to reallocate funds?

Answer: Coach R. indicated that those funds could be used to offset expenses and allow for items to be added back into the budget. Coach R. indicated that she would definitely use the sponsorship funds in place of funds from the booster account.

Budget Comparison

- Requests were made to see a comparison of budgets from previous years to the proposed budget.
- In preparing the budget, we tried to keep expenses within the total budget available last year
 - Evaluated based on number of program participants
 - Evaluated prior years and the revenue per participant
 - Fiscal year (FY) 16-17 was the highest at \$1800/participant; now it is \$1100; so cuts need to happen
 - Removed transportation because it wasn't used last year
 - Removed one competition and UCA Camp partial payment (~\$130/participant)-other comp to be covered by Fair Share
 - Removed one social event (Holiday Party)- Holiday Party will still occur, just differently and potentially not funded by Booster due to budget cuts.
 - Last year was the first year the coach had the opportunity to put a budget together, she realized on her first year, that she did not allocate enough for coaching; and they needed more coaching support with the number of teams we currently have; with a bigger program, we must find a way to increase funding for the program.
 - Explanation was provided that \$10,000 of the roll-over from Coach's AISD Bowie Cheer Account was used for coaching expenses in FY17-18; so coaching expenses for this coming year (FY18-19) is approximately \$5,000 more than the previous year. The other part of the roll-over (~\$11,000) went to help pay for a portion of the registration fee for UCA Camp last year and UCA Camp Pep Rally Costumes..

Question/Comment from Member: What is earmarked for the ~\$24000 of roll-over funds?

Answer: This will be used to fund expenses from April through July; to pay coaches, purchase merchandise (~\$10,000); set up Kiddie Camp (~\$3,000)

Comment: We only spent ~\$3,000 on merchandise to start the year, last year, and signs are "pay as you go".

Question/Comment from Member: Will there be an opportunity to review the budget again later in the case that we get more funds than expected, so that we could add back some of the things that were removed? The member was disappointed that the social budget and memory books were cut from the budget.

Answer: We can address this. We want the items cut from the budget to happen. There may be other options to accomplish this such as having the Holiday party at the school or at someone's home. Our plan is to reevaluate the budget in Sept.-Oct. as budgets are fluid and can change based on the amount of funds raised or not raised with any given fundraiser.

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Question/Comment from Member: In the past, the cost for the parties was around \$40 per person, but now we have cut the costs down to just \$15 - 18 per person, which makes it a relatively small expense. Yes, and that helps assist cheer families with expenses, but the event itself still has fixed costs with venue rental, food, staff costs, etc.

Question/Comment from Member: Part of what the booster club is here to do is to support the social events, but we are cutting all the social stuff.

Question/Comment from Member: It is difficult to grasp that none of the funds are coming back to us; I struggle with the burden to fund all of this without more support from the school district; we absolutely recognize the importance of supporting coaching, but now we have to do even more to support the program if we want to get back the things we are losing. We are increasing in size from 46 to 59 participants; where is the additional funding to support this?

Answer: Susan Leos - There are no additional funds that the school district can provide. Parents wanted us to have a high-level program. At first the freshman program was not part of it, and they didn't pay toward it. Principal Robinson - We want opportunities for children to participate in these activities. The \$3500 stipend provided by the district only covers the varsity sideline team/program. We have to build the varsity program by supporting growth in the Junior Varsity and Freshman programs. The school would like to see that growth. The district will not allow funding for just Bowie cheer, they would have to provide the same funding to all the schools across the district.

Question/Comment from Member: What is the athlete experience? We are trading off growing the program with providing opportunity for things like scholarships. We now have 3 sideline teams and 3 competitive teams, we just don't have the funds to support all those efforts.

Answer: Coach - The scholarships did not appear to create enough of an incentive for seniors (e.g., enhance academic performance). If we could get a teacher that can coach, then they could be partially funded by the district. This could reduce our costs. I have gone to UCA and others, but no one wants to come on board.

Response: Doesn't appear to be a good enough reason to get rid of the scholarships.

Question/Comment from Member: Who gets to vote on this? We should all have a voice in the particulars of this budget.

Answer: We can add this back in, but then the bottom line will go up.

Question/Comment from Member: If a sponsorship comes in, does the membership get to vote on where those funds will go?

Answer: Yes, absolutely. We can decide where it goes; again, we are not against any of these cut expenses. ***To clarify- The General Booster can only vote on the monies brought in by a sponsorship if the donation is made payable to JBHS Cheer Booster.

Question/Comment from Member: All monies raised are in the control of the boosters, right?

Answer: Principal Robinson - Who should be in control of those funds allocated? If the funds are sent to "Bowie Cheer" then the coach has the ability to allocate; if the funds are sent to "Cheer Booster Club", then we can make a proposal to the booster club and if they approve, then we move forward. We support the coach and try not to micromanage. On those decisions, we review, sign-off when it's within reason, and recognize the funds cannot be spent on staff. They are spent on coaching, specialists, materials, photos, and social events.

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Question/Comment from Member: What if we want to keep those items that are being cut? How are those decisions made?

Answer: VP - The freshman wouldn't be here if we hadn't had the additional coaching. We need to build up the program by getting freshman invested in the program at an early stage. How do I as a parent know we need mats or what coaching we need? It's our job to support that.

Response: There needs to be checks and balances to make it work

Question/Comment from Member: Do we want competition or just a sideline program? We are going way beyond the minimum with competition coaching. Some of the girls have expressed that they don't want to do competition.

Answer: Susan Leos - Bowie is a school that is steps above in academics and competitive activities. This is what the parents want and what the school supports.

Question/Comment from Member: Is it possible to vote on imperative costs for now and then work on the rest later?

Question/Comment from Member: What do we typically bring in for Kiddie Camp? Should we expect the same this year?

Answer: That is unknown, but with the location changing from Bowie to Gorzycki, the prospects are not favorable. Coach and cheerleaders will be going to elementary schools in the area to get the kids interested in attending.

Question/Comment from Member: How much did merchandise (spirit items + sign/decals) sales go up last time?

Answer: They went up quite a bit. Approximately \$19,000 total (total includes both spirit items & signs/decals)

Question/Comment from Member: Would it be possible to do two different budgets based on different fundraising expectations?

An initial motion was raised to vote on imperative budget costs and agree to meet in September to go over the remaining needs, after Bulldogs and Hotdogs, and after sponsorship letters have had time to get around. The motion did not move forward for a vote.

Question/Comment from Member: It sounds like most people agree that the budget is okay, we just want to add back in the holiday party, scholarships, and memory books.

Answer: We could set up a time to revisit the budget. Keep in mind that the coaching budget only increased by \$5,000 over last year's expenses; but we have to increase the overall budget for coaching by \$15,000 because as you remember we had to borrow \$10,000 from the roll-over funds from the AISD Bowie Cheer Account to cover unexpected coaching costs. So we are basing the costs for the coming year on what our actual costs were in FY17-18.

Question/Comment from Member: Has the school or anyone evaluated how much we pay for the coaching to determine if it is appropriate for the given situation?

Answer: No. The school has not done such an evaluation. Bowie is a 6A program that is doing a program similar to Westlake's on an AISD budget. The coach has called numerous coaches to ask how much they would expect to be paid for similar work. The bare minimum estimate she received was \$20K just for practice and games.

Response: This would equate to anywhere between \$75-100 per hour.

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Question/Comment from Member: How do we know how much we need to pay; how do we know what is fair? We would like to see the breakdown of those expenses, as in the number of hours, type of work, and cost per hour. As a 501(c)(3) you have to show the information.

Discussion: Lacrosse is not UIL and they have a contract for paying coaches. But, Ms. Roggemann is a staff member. Cheerleaders fall under UIL when they are involved in a sporting event, such as football or basketball. This is separate from the booster club sponsored activities. There is a going price for consulting. Other booster clubs do not ask how much we are paying their consultants. Why can't we have more control over it? We have to trust the coach. Are those other programs spending 70% on coaching costs? We feel like we are overpaying for coaching. There was a motion to vote and a second, but then another question...

Question/Comment from Member: Will we be able to revisit the budget in September to add back memory books, scholarships, and social events?

Answer: Principal Robinson - Everything is always under review. Since Coach R. is staff, we do not want to expose all the details of a person's employment/pay.

Coach R. - We want to help with transparency. We will evaluate where we are at with spending on coaching and we will be very transparent and tell everyone when we receive extra funds. When a coach is paid, it will be reflected in AISD's finances. We may consider adding back the after-school concessions, although they did not bring in as much as hoped and it was difficult to find volunteers to man the booth.

Motion to vote on the budget - Dianna Colton
Seconded - Trinity O'Connell

Melissa Kupper and Stacey Young count votes - 19 in favor, 21 needed to pass. Budget does not pass.

Meeting adjourned at 8:30pm