

JBHS CHEER BOOSTER CLUB
MEETING MINUTES
Tuesday, August 28, 2018 at 6:30pm
Austin Craft Lounge

Type of Meeting: General Booster

Meeting Facilitator: Stacey Young

Invitees: JBHS Cheer Booster Club Members, Head Coach Amie Roggemann, CFS Mattress Representative

Coach Roggemann was absent due to family matters

Meeting came to order at 6:40 pm

Thank you to Angie Schuckle, Alison Cairns, and Diane Bertotti for allowing us to meet at their adorable Austin Craft Lounge!

Meeting Overview/Purpose - Stacey Young

- An agenda was handed out to attendees
- Main purposes for this meeting include:
 - CFS Mattress Fundraiser presentation, questions, and answers
 - Updates from the Coach
 - Fundraising Update
 - Coordinator Updates – Merchandise, Social Activities, Website/Social Media, Meals
 - Treasurer account status update
 - Secretary communication update
 - Varsity National Team fundraiser update

CFS Mattress Fundraiser – Representative

- First annual sale with Bowie
- 85 offices across the U.S.; have raised ~\$85M across the U.S.; ~\$1M in Austin over the past several years
- Goal for this fundraiser is to raise \$10,000 for the program which translates to 65 beds
 - they also have sheets, adjustable bases, and other accessories
 - delivery would be in 1-2 weeks
 - can take away old mattresses for \$25
 - Pricing is ~50% off
- Cheer families would communicate the information to family, friends, neighbors through social media, by placing flyers in appropriate places, and placing yard signs around the community
 - no upfront funds to start the fundraiser and no door-to-door necessary
 - The more beds we sell, the more funds we raise.
 - The funds raised are determined by the number of mattresses sold, not the price or size per bed
 - There is a referral system where the program gets additional funds when an individual is identified as the source of the referral (purchaser has to mention child's name/provide flyer with child's name on it); so if an individual were to refer 5 purchases, then an additional \$300 would be donated to the program; if an individual were to refer 10 purchases, then an additional \$800 would be donated to the program.
- A digital flyer is available using a link to see mattresses that will be available; important to ignore the prices as those prices are much higher than those that will be available at the event
 - Text 797979 and enter the code ZZZ Bowie (there is a space between the last 'Z' and the 'B' in Bowie)
- If a purchaser is not local, then they can send in their order any time up until and including September 22, 2018; CFS can deliver anywhere. These purchases can be done by emailing the owner – the email is on the flyer (tbarone@customfundraisingsolutions.com). The email needs to include the referring program (Bowie HS Cheer Booster Club) and the individual who referred them(cheerleader).
- This event has already been shared via facebook and other social media outlets, so feel free to share the event link at will.

Question/Comment from Member: What is the return policy?

Answer: The owner/company will work with you to get a different bed. There is a full warranty in case there is a defect.

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Fundraising Update – Jennifer Nunez

- A BIG THANK YOU! To the committee for helping identify, plan, and execute all the fundraising activities
- Sponsorships – have raised approximately \$7350.!!
- Snap Raise – is new this year and has been very successful, with approximately \$9000 raised to date; approximately 70-75% will be provided to the program
- Mattress Fundraiser – as you just heard, this fundraiser is new this year and we will need to help make sure the identified needs will happen
 - We will need 6 cheerleaders per hour from 10-5 on Sep. 22; Brielle will set this up and post on Team App so that the cheerleaders can earn volunteer credits
 - Please share on social media. There has been an official event created on Facebook that you can share on all social media, plus if you text the code: ZZZ Bowie you will receive a link you can share via text.
 - Please place flyers around the area; putting on doors, mailbox stations and businesses is optional, but a possible option

Coach's Updates – Stacey Young (coach is with family – new addition to the family)

- *Practices*
 - Going very well! New skills learned every day. Girls are working hard and together.
 - Please make sure girls are in tumbling classes as they are expected to keep their skills they tried out with, and gaining new skills.
 - Specialty coaches are being finalized and will be announced as soon as paperwork is completed
- *Photos*
 - Team and individual photos will be handed out on Thursday, 8/30.
- *Spirit Signs*
 - Paint donations for spirit signs – sign up list sent around. Needed by **9/7**.
- *Team App*
 - Game dates, spirit gifts, practice days, events, spirit day themes are all posted
 - Please be sure to request access to your team and the booster
 - Also make sure you turn on notifications for all the different groups that you may need (e.g., booster, team)

Question/Comment from Member: We may want to provide some more details white out / red out/ black out to the members and advertise/promote it early and often so that everyone is well aware.

Answer: We will work on making that a bigger deal in the weekly email and in the Team App announcements.

- *Pep Rally Dates for Varsity Home Games*
 - 9/7, 9/14, 9/28, 10/19, 10/26, 11/1
 - Seniors decided it would be best to hold pep rallies during FIT on Fridays to enhance student attendance
- *Special Game Nights*
 - White Out – 9/14
 - Red Out – 9/28
 - Homecoming – 10/19
 - Pink Out
 - Freshmen – 10/3
 - JV – 10/25
 - Varsity – 10/26
 - VIP and Me Night – changed due to Middle School night

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- Google sheet to be posted on Team App so you can enter the sizes of VIPs for tshirts and payment information
- Shirt designs have been selected and a big THANK YOU to Dianna Colton for providing her professional design services
- Cost will be \$7 per shirt and will be by check to Bowie Cheer (placed in coach's box) or school cash online to Bowie Cheer (payment due date TBD)

- *Coordinator Updates*

- *Merchandise*

- Donna Dorer and her dedicated committee - a big thank you to the entire group for all their work!!
- Have recently purchased new inventory which will be in well in time for Bulldogs and Hotdogs
- Will be sending out another reminder to sign up for merchandise sales at Bulldogs and Hotdogs
- Selling merchandise at games
 - Varsity home games – working on timing for set-up; Donna will likely be there early to set up
 - JV home games – Dianna Colton is willing to facilitate figuring out how to sell at JV games; will wait until after BDHD; will need to bring our own table; maybe just sell at a couple games

- *Website and Social Media*

- Head shots are being worked on and should be up soon; very time consuming
- Will be posting game information on social media
- Text pics at all the games to Rachel Villareal (512-461-0239) so she can share on social media

- *Meals*

- Amanda Edwards is working to get Varsity away game meals donated; so far she has acquired a donation from Little Caesar's Pizza for this Friday's away game to Pflugerville; other meals will either be donated or we will use the meals budget to cover it.
- JV has one away game and the meal will be provided by the meals budget (Anderson game 10/3)

- *Communication Update* – Allison Woodall

- Will be sending weekly emails on Mondays to Booster members during football season with reminders and details for the week including: game dates/locations; spirit day theme; special game days (e.g., white out); pep rally times; arrival times for cheerleaders; etc.
- Remember to also turn on your notifications in the Team App because there may be last minute changes to communicate

- *Coordination with Other Booster Groups/Update on Double Dave's Varsity Pizza Fundraiser for National Competition* – Melissa Kupper

- Have been working with other booster groups to coordinate activities
- Silver Stars will be taking orders for mums and garters up until 10/5; we will get some pictures to share with the members via email and/or TeamApp
 - Silver Stars has given cheer members a discount in the past. They will be meeting to determine if there will be a discount this year. We are anticipating pricing info , order/pickup info and photos in the next week and we will send out to the General Booster ASAP.
 - Cheerleaders often like to give garters to football players for homecoming
 - Football players often give mums to cheerleaders, but by no means is this required. If you want to guarantee that your cheerleader receives a mum, please order/purchase one for them.
 - We will send out information as soon as we get it so you can order as soon as needed, since our next meeting is so close to the due date for orders
- Will be contacting Team Parents to plan and organize the team holiday parties with the team social coordinators.

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- Double Dave's Pizza Fundraiser for Varsity Competitive going to Nationals only:
 - The owner is placing a cap of \$2500 for each fundraiser this year. We just learned about this yesterday. Last year, we collected ~\$7000, so we will need to find other options to fill that gap.
 - We discussed the need to create a Sign-up Genius (Silver Stars idea that worked for them) with 100 \$25. slots. If we pre-sale all of those 100 slots, we do not have to hold an actual event a Double Dave's location.
 - Double Dave's was a Bowie Cheer event last year, separate from JBHS Cheer Booster. The event was advertised with the Bowie Cheer logo and funds were paid to the Bowie Cheer account directly from Double Dave's. Bowie Cheer then used those funds raised to pay for travel/hotel expenses. Due to this event being a Bowie Cheer fundraiser and not a JBHS Cheer Booster fundraiser, the Board recommends that a Varsity Competitive Nationals Team Parent Committee be formed to coordinate and plan additional fundraisers if requested with Coach Roggemann.
 - JBHS Cheer Booster Club can advertise the Varsity Competitive Nationals Team Fundraisers on their social media like they did in the 17-18 season.
 - 3 parents (Rachel Villareal, Allison Woodall, and Vivian Gray) offered to help with the Varsity Competitive Nationals Team Parent Committee at the meeting, and Vivian Gray offered to spearhead the effort.
 - We don't have all the answers yet, but want to explore options
 - Need to have funds raised by the end of November so that the Bowie Cheer account can make travel/hotel payments.
 - Need to discuss with Coach and Admin about how to distribute funds within the Bowie Cheer account. Specifically:
 - How much money can be held in the Bowie Cheer account?
- **Discussion:** There was a discussion about the use of the Bowie Cheer account versus the JBHS Booster Club account.
 - Last year, the Double Dave's Varsity Competitive nationals Team fundraiser was done through the Bowie Cheer account with Booster assisting only with advertising on social media. Double Dave's wrote Bowie Cheer a direct check for the funds raised during the pre-sale and event day.
 - Bowie Cheer can have 3 fundraisers each year. It will be at Coach Roggemann's and Admin's discretion, that after the Double Dave's Fundraiser, the 2 remaining Bowie Cheer fundraiser spots could be given to the Varsity Competitive Nationals Team to use to offset Nationals costs.
 - JBHS Cheer Booster can allow a qualifying group, ie. the Varsity Competitive Nationals Team to fundraise, but those funds raised must be equally divided between everyone within the group, regardless of fundraising participation.
 - Our Booster Advisor has stated that if the fundraiser is done outside of the 501(c)(3), these rules do not apply, and with Coach/Admin approval, the funds raised could benefit only those individuals that actually participate with no cap on what an individual could earn.
 - Senior Scholarships can go toward individuals as there is specific posted qualifying criteria. Senior cheerleaders may apply, but not all will be approved as there are limited opportunities for Senior Scholarships (4).
 - It was stated by a parent that we do not have a Scholarship Committee, however, assuming that we do have (4 at a total of \$2000.) Senior Scholarships put back into the 2018-2019 approved budget, the Board clarified and confirmed that we do have a Scholarship Coordinator, Michael Boy, who volunteered at the July, 2018 Booster Meeting and a partial committee.
 - Questions/Answers:
 - Can we get sponsorships? We will need to look into that.
 - Winter Camp was planned as part of the booster budget.
 - Because this a Bowie Cheer event, Booster is limited to advertising on social media only
 - We will send out a note to the group of varsity nationals families to let them know about the situation so they can begin to organize and plan with Coach/Admin.

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- *Treasurer's Update* – Shelly McReynolds
 - Approximately \$74K in the bank account
 - Waiting on invoice from photographer and one 17-18 Senior Scholarship check still to be deposited; which will leave about \$73K
 - Some large merchandise purchases were just made, so those will be invoiced/paid very soon
 - Paid \$500 deposit for End-of-Year banquet
 - Will have much better numbers after Bulldogs and Hotdogs, Snapraise and the Mattress Fundraiser to help determine the rest of the year
 - We will re-evaluate the budget next month, after all the additional financial events, to discuss the discretionary items – scholarships, socials, memory books
 - Will need to consider and allow for roll-over for the 19-20 season

Next General Booster Meeting – October 1st at 6:30 pm at Bowie –VC Room

- Plan to discuss and re-evaluate the 2018-2019 Budget including only the 3 discretionary items:
 - Socials, Memory Books, Senior Scholarships
- Future fundraising: Winter Camp
- Homecoming
- Team Holiday Parties- Team Parents and Team Social Coordinators
- Competitions- November and January

Meeting adjourned at 9:17pm