



Cougar Club Executive Board Meeting Minutes September 13, 2021

Attendance: Gail Burleson, Lisa Burleson, Tiffany Davis, Rhonda Pickett, Delia Perez, Jordan Hagerman, and Paul Hawlryck

Special Guests: Michael McCord & Titus Little with Helmets Central and Doc Frashure

Proceedings:

6:08 p.m. meeting called to order by Rhonda Pickett

Minutes – Reviewed minutes from the June 21st board meeting. **Motion to approve minutes by Tiffany, 2nd by Jordan, motion passed.**

General – Bahama Buck's meeting postponed to 10/04/21 board meeting.

Helmet Central Presentation

- Mini Helmet Memorabilia
- Custom 2021 CSHS design with updated helmet stickers
- Retail for \$40 each with three different profit share packages
 - Blue Team: Cougar Club cost \$31/per helmet, Minimum purchase of 15 units, Profit of \$9 per helmet
 - Gray Team: Cougar Club cost \$33/per helmet, No Minimums, Profit of \$7 per helmet
 - Black Team: Sell in Spirit Shop for \$40, No Minimums, Royalty of \$5 per helmet
- To ensure production & delivery for CSHS Seniors 2022 by Senior Night & Thursday night Brotherhood at end of October.
 - deadline for orders would need to be submitted by Friday, 10/01/2021
 - CC to review contract with M&M Apparel to ensure no conflict of interest
 - Send email with approval
 - Coaches to include in weekly parent communication
 - CC to publish on social media

Concession Stand TVs

- All TVs now broken and need to be replaced. Look to modern technologies to come up with wireless option.
- Gail will follow up to find vendor and get estimates. See email inbox for updates.

Funding Requests –

- Vittrup Request - \$1200 Gameday Broadcast & Media Renewal – Approved
- Reese Revised Request - \$5,222 All Boys Basketball – 2 polos & more economical sub varsity gameday warmups – Approved
- Reese Revised Request - \$1,918 Varsity Boys Basketball – top tier Adidas gameday warmups – Approved

Treasurer Update –

- \$348,075 is current bank balance excluding \$10 K Tiffany deposited this evening from concessions and \$34 K related to fundraising checks/cash (just provided by Doc Frashure)
- Rhonda asked going forward to have a monthly P&L statement presented to board for review
- Board agrees that Treasurer may explore option of a small business bookkeeper to help with some of the administrative activities approx. \$100 - \$150 per month

Fundraising / Sponsorships–

- Doc Frashure gave update that to date CSHS Athletics has raised over \$ 81K as part of Hour-A-Thon with a few remaining sports to complete. Update at next board meeting.
- Paul is working on eight more signs with FastSigns. Doug Vance & BV Suicide Hotline has asked Cougar Club to set up a sign promoting their non-profit and teen suicide prevention information. All agreed this is worthwhile cause and Paul to move forward.
- Agreed to proposed corporate sponsorship by T-Mobile for \$2 K.

Membership – No update available. Follow up on Victory Level Membership flags for Football games.

Football Programs/Sales –

- Jordan will follow up 1:1 with Courtney to see if there is anything we can do to help bridge the gap at this time due to family emergency.

Web Marketing –

- Internet Domain Name renewal in amount of \$510 – Approved
- Rhonda to follow up with Mike

Parent Rep Coordinators –

- Delia to follow up with Rebecca concerning current list of members with Registration Dates/Times to use as part of Coaches incentive plan by sport

Spirit Shop –

- To date we have sold approx. \$4,259.00 including Cougar Bucks which comes directly off our bottom line

Concessions –

- Averaging \$ 6K per football game with YTD sales at \$ 16K for all concessions – off to GREAT start!
- Wants to order a new popcorn machine for \$ 1,500 to replace Visitor stand
- Kona sent check for \$ 300 as part of their profit share

Special Events/Social Media –

- Great response & feedback for first two home games with Family Fun Night & First Responder Night
- Spent approx. \$2 K on these events
- Will begin planning Cougar Carnival in mid-October....be on the lookout.

Meeting adjourned at 7:33pm. Motion to adjourn by Delia, 2nd by Jordan

Next Meeting: Monday, October 4, 2021 @ 6:00pm; Field House.