



DHS BC Meeting – 09/04/2019

Attendees:

Tony Petrolle – President

Ashly Richardson – Information Officer

Kellie Hottel – Treasurer

Mary Ellen Cotton – Concessions

Nichole Kuskie

Kristen Peake

Robyn Baskot – Merchandise

Cliff Elgin – AD

Ed O’Brian – Membership

Mindy Schwartz-Oliver

Diana Duffy-Tucci

The meeting was called to order at 7:01pm.

We reviewed last month’s minutes and a vote was made to approve the minutes.

Tony – President

- Welcome to all and glad to see some new faces as guests.
- Had a very successful 9th grade orientation and meet the coaches night last week!
- Received ‘thank you’ email from Principal Yates for the lunch we provided to the staff on 8/27; they were very appreciative. Total cost to us was under \$250.
- Sponsor acquisition is basically done. Currently have about \$49k committed by sponsors with over \$33k paid so far. Goal of \$50k total sponsorship revenue... should be very close.
- Currently have 4 2/3 of the games sponsored for SWARM shirts.
- SWARM powder is at Tony’s house and will get to SGA. We also have purchased new banner for SWARM to use.

Kellie – Treasurer

- All bills are paid up to date
- Reviewed all accounts and they look good, with the exception of Allied Sports which is negative at the moment.

Ed – Membership

- Sent email to past Patron Members to renew this week. Received 5 so far.
- Total of 17 members have signed up, all through the PTSA website so far. Ed has been in communication with Liz Elliott and agreed to batch the memberships each month to square up on who owes who.
- Planning to send email reminder to sign up to all past members this week.
- Cliff has already emailed the coaches to ask for their support as members.
- Also planning to begin social media blast to remind folks to sign up between now and BTSN, and Ashly will add to school announcements.
- We will be setting up a table at BTSN on 9/19 to hopefully take new sign ups.
- We have received the ‘thank you’ stickers from Lyle. Plan is to provide Robyn with member list that she can hold at merchandise and distribute the stickers from there; updating the list as members pick them up.
- Regular member pricing will remain the same.

Ashly – Communications

- Ashly was able to get the web address changed as of today! Web address is still www.DHSAthleticBoosterClub.com
- Need to provide a link on our site to www.DHSSwarminHornets.com and Cliff will add a link on his site to our’s.
- Next big thing is to email coaches and team mom’s the Team Parent Guidelines for all fall sports. Cliff will send coach’s emails to Tony and he will send to Ashly.

Mary Ellen - Concession –

- All set for fall. Nothing needed for kitchen at this point.
- Tony is working on connecting the speakers in the concession stand and will hopefully work before next week.
- Mindy has offered to assist in communicating with fall sports team moms to ensure they submit their volunteer lists to her and Mary Ellen. Tony will send coach's and team mom's email list to Mindy as soon as we get it from Cliff.
- Mary Ellen will be working with Doug to ensure concessions are clean and well stocked for fall.

Robyn - Merchandise –

- Had a very successful sale at the meet the coaches night last week! Total brought in was over \$1,200! Sold nearly all of the last year's merchandise that remained.
- Good to go for fall. All new orders have been received and are ready to sell! Total spent on orders so far is \$8k.
- Planning to sell at BTSN on 9/19. Will plan to set up and open at 5:00 with staff sale! Will remain open throughout BTSN.
- Robyn is coordinating with SGA leaders for theme nights and SWARM shirts.
- SWARM shirt designs are coming along and will be ready for first game.

Cliff – AD

- Scoreboard clock was fixed with simple new antenna, no cost.
- Cliff is working on the sound system... it appears to be working better now that we found that dial to control the buzzing of the sound. We know for sure that the CD player is not working! Cliff will ask EJ to look at it. Until it is fixed, the only way to get music is through the audio input cable. We can use the laptop computer and a USB drive as well.
- Soccer has already supplied their music list and it has been uploaded to GameTime.
- Cliff is concerned that we will need to buy at least one new ice maker for the trainer's office soon. He has had the county repair the ice makers a number of times and it is just old and needs to be replaced.
- The ice maker in the 'ice room' seems to be working well for now, as well as the 2 in the indoor concessions.
- No new requests have been received from coaches

Ashly – Powder Puff Game

- Adjusted and set new date for Monday, October 14. This is first day of Homecoming Week. Ashly confirms that this date is on the school calendar!
- Ashly will continue to plan and will be ready
- Need to advertise this more to boost participation and attendance

New Business

- Discussed request by Cheerleading to buy 'put-in cups' to use on the stadium fence. There is a lot of concern as to exactly how these will get used and maintained. Molly Murray has indicated that Cheerleading will maintain the cups, but after much discussion, the board feels there is risk in these being vandalized and not maintained. Also, it seems out of our scope to buy these with no guarantee that they will be used fairly between all sports. Lastly, it was brought up that we have a banner on one of the stadium that says basically the same thing as the cups, and cost about \$500 and will last for at least 3-4 years... so financially it just doesn't make sense to invest in these cups. If cheer wants to buy them with their funds and use them as they wish, that is fine.
A motion was offered to vote if we should purchase the cups. No one was willing to second the motion to bring it to a vote. Tony will inform Molly and Mindy.
- Need to determine what to say on the stadium bleacher banners. Tony will put up a few suggestions through email to the board to approve... update... at this point, between the wording, timing and keeping costs low, it is unlikely we will buy this for this year.
- Ed brought up that he would love to get more student involvement/attendance at other games besides football. He offered ideas on potentially giving away free SWARM shirts for so many kids that would come to a soccer, field hockey, basketball, etc. games. Cliff likes the idea, as does the board. Just need someone to spearhead it. This is definitely something we will continue to discuss and pursue.