

Patterson Mill HS Athletic Boosters
General Meeting
19 November, 2007
Patterson Mill MHS Media Center

1. The meeting was called to order at 7:05PM by President, Rob Keesling. He congratulated all the fall athletes on their team's performances, especially girls' soccer (11-0 record) and field hockey (10-0 record)

2. The minutes from the general meeting held on October 15, 2007 were approved without correction.

3. Treasurer's Report: Treasurer, Nancy Golczewski distributed copies of the report. (See *Attachment 1* on page 5.) She expects to be able to reconcile the merchandise inventory with amount of funds collected. In response to a question, Nancy reported that we are not being charged any interest on payments pending to Shifflet and Horn. The treasurer's report was approved.

4. Committee Updates

A. Merchandise: Rob reported for Brenda and Kim that there will be sales of remaining merchandise at some of the home games of winter sports. A spring line of merchandise is now under development. Kim offered to be available in the school store on Friday mornings to distribute order forms to interested students.

B. Concessions: Sue reported that final approval for use and occupancy of the stadium and building is pending at this time. The stock of food items in the indoor concession stand will soon expire so those items will be discarded. There was some discussion regarding offering concessions at the 2 home swim meets (Jan 8 and 10, 2008). To do so would require a temporary permit. Sue reported that the profit from the fall sports season was \$2,855.75.

There was a suggestion to approach the students from fall sports and other non-athletes who are interested, to staff the indoor concession stand during winter events. This would be in an effort to empower the students to take ownership of this function. It was agreed that the students would be invited to volunteer.

There was another note that there could be dinner food (pizza, etc) offered in the cafeteria between games in the evening, on days when there are 2 games scheduled.

C. Membership: Karen Hilton reported that there are 114 members. She again mentioned that the dated merchandise incentive items need to be moved out of inventory. Several ideas have been considered.

- Invite class of 2010 or 2011 to sell them at venues in which they are involved.
- Sell them at the school store.
- Include something in a combo meal at the concession stands.

Karen will pursue each of these ideas in order to delete the stock of these items.

A tailgate party has been considered after a spring sporting event, where a ticket to the event would include a sticker. There was some discussion regarding at which games this would take place. If the students would be included in the tailgate party, it would need to be held after the game. Another suggestion was made to schedule this event when there is more than one game being played at the same time, such as track and field and lacrosse, or baseball and softball.

Another suggestion was made to extend membership to “Future Huskies” for a nominal fee with some benefits such as a t shirt, a meal, stickers, etc. Someone would need to be at registration events for Emmorton and Bel Air Park and Recreation councils. Rob took an action to draft a request for help with a subcommittee to reach out to the recreation councils, at their registrations, as well as to the feeder elementary schools, at their spring fairs.

D. Community Relations: a winter pep rally has been planned for a date that has a conflict with another school function, so it will likely need to be rescheduled. There will be a program, similar to the program for the fall pep rally, where sponsors will advertise and individuals can submit “good luck” ads.

5. Web Site Development: Rob reported that it is the Executive Board’s recommendation that we contract Technetic Design for this task. Everyone was given a few moments to review the proposal. (See *Attachment 2* page 6) There was a suggestion that we make it clear to any sponsor business/individuals just how long their advertisements will be visible on the site. Ross Chenowith volunteered to manage the content after the initial contract was fulfilled. He said the proposal and designed seemed favorable. In response to a comment regarding sufficient pages for each sport, Jess Smith said that Edline has pages for each sport and to have extra pages on the website would be redundant. There was a motion to move forward with the project as proposed. The motion was seconded and passed.

6. Establishing a Fundraising Committee: Rob reviewed what will be our first large project, to raise the funds needed for a stadium scoreboard and the need to form one group/subcommittee to coordinate efforts in this area. The manufacturer, Daktronics, offers several different styles and capabilities. We

should expect 2 proposals, one for the “top of the line” and the second for a more affordable version. Our task will be to decide which features we want to include and at what cost. Once we decide, the decision should go to Harford County Public Schools. In response to a question, someone reported that if the scoreboard remains the property of the organization, then our LLC insurance will cover most problems associated with it. If the scoreboard becomes the property of HCPS, since it is on their property, their insurance covers any such problems.

There was some discussion regarding cost, it was reported that the school has some funds for this project. To that amount, we hope to work with a major sponsor of the project, Freedom Federal Credit Union (at a possible donation of up to \$5,000 per year for 3 years). Add to that total amount, any addition funds that would be raised at any number of possible events or from any additional sponsors. Joe LaFleur explained how the cost could inflate as we add more packages for use of the scoreboard by a variety of sports.

There was another comment regarding insufficient seating in the stadium at present. A suggestion was made regarding the possibility of adding more seats/bleachers. Someone else brought up the previous company that was interested in being the original sponsor of the stadium scoreboard, Under Armour, who will be contacted again to inquire of their interest in this project.

There was a discussion regarding the apparent disparity among public schools in Harford County regarding the number and funding of scoreboards, both outside the school building and in their gymnasiums. Someone commented that Aberdeen HS has 2 scoreboards in their gym and it remains to be seen how many the new Edgewood HS will have.

7. Open Discussion: Dan Fuhrman made a suggestion regarding maintaining the condition of the gym floor. He recommended that after games are over, parents or students could hold ropes which would channel spectators out the doors of the gym, without them marring the gym floor with street shoes. Dan will organize this effort, including finding the needed lengths of rope and the initial volunteers to take care of this. Volunteer will be requested at the meeting of parents of student athletes for winter sports.

There was a question brought up regarding possible double-sided scoreboards. This can be examined when proposals are considered.

In response to a question regarding why the band did not play for any home football games, someone responded that the band was simply not ready to perform at that time of this season. Someone else asked if they would consider performing at the first game of each season. Christi Campo volunteered to ask the band director if this is possible. Another consideration would be for the middle school band to perform sometimes.

Someone asked why the basketball backboards along the sides of the gym are made of plastic but the backboards on the ends of the court are made of Plexiglas. Can they all be changed to Plexiglas? Rob will speak with Mr. Thibeault in this regard.

The next meeting of the Executive Board is scheduled for Tuesday, 11 December 2007 and the next general meeting is scheduled for Monday, 17 December 2007, at PMMHS Media Center at 7 PM.

There being no further discussion, the meeting was adjourned at 8:35 PM.

Respectfully submitted by Barbara Kasecamp, Secretary

Attachment 1

Patterson Mill Athletic Boosters
Treasurer's Report
As of November 19, 2007

	09/17/2007	10/15/2007	11/19/2007
Receipts:			
Merchandise Sales	14,998.00	23,274.00	28,026.46
Membership	4,480.00	5,655.00	5,805.00
Business Sponsorships	4,300.00	7,225.00	7,225.00
Fall Program Good Luck Ads	410.00	410.00	410.00
Fall Program Sales	-	509.05	509.05
Concessions	192.00	3,793.47	5,470.83
Donations	5.00	522.00	522.00
	<u>24,385.00</u>	<u>41,388.52</u>	<u>47,968.34</u>
Disbursements:			
Merchandise Cost	10,916.35	16,016.00	19,016.00
Membership Incentive Cost	1,503.35	7,157.50	7,157.50
Membership - Other	31.50	31.50	52.50
Insurance - general	500.00	500.00	500.00
Concessions	463.85	2,267.97	2,627.20
Fall Program Printing	-	1,050.00	1,050.00
Community Relations - Other	27.73	445.34	445.34
Checks/Endorsement Stamp	63.42	63.42	63.42
	<u>13,506.20</u>	<u>27,531.73</u>	<u>30,911.96</u>
Balance	<u>10,878.80</u>	<u>13,856.79</u>	<u>17,056.38</u>

Expenses to be paid:

Sales tax on Merch. Sales	714.19	1,108.29	1,334.59
Incorporation Fees	500.00	500.00	500.00
Remainder of Memb. Incentives	5,654.15	-	-
Remainder of Merch. Sales	11,198.90	7,951.00	7,951.00
			10,204.25

Attachment 2

TechneticDesign
www.technetic.org

Paul S. Smith
 #443.910.1159
paul@technetic.org

Website Cost Breakdown: Patterson Mill H.S. Boosters

The following is a cost breakdown of the new website project in response to the discussion on Sunday October 21st 2007. Please contact me at anytime with questions regarding these details.

BASIC PACKAGE	
Domain Name and Website Hosting <i>www.Globat.com TeraByte Extreme Package</i> Includes purchase of domain name 1000 GB of Disk Space 1000 GB of Data Transfer/Month Unlimited E-mail Accounts Unlimited Web mail Accounts 1-Year Money-Back Guarantee Free 24/7/365 Phone and Chat Support	\$100.00/year
Website Development <i>Design and Coding</i> Complete website with up to 12 pages of image, text and link content. Includes installation of basic script functions (javascript, php, etc.) such as a hit counter or random content.	\$400.00
*SEO and six months of support and updates (text and image).	Included
ADDITIONAL FEATURES	
Content Management System <i>Installation and Customization</i> Back end website which will allow you to manage and update the content or your own website. A custom system or 3 rd party software will be decided upon further discussion.	\$150.00
Custom Flash animation banner or logo.	\$50.00
Addition of an automated mail or order form.	\$40.00
Manageable Calendar and Events system.	\$50.00

* SEO (Search Engine Optimization) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic") search results. Utilizing keywords, standard coding methods, meta data, web directory submissions, and more.