

Hardin Valley Academy Athletic Council
Executive Board Meeting
July 14, 2008
Minutes

Attending:

Executive Board Members – Gary Rowcliffe, Teresa Laggis, Kathy Hensley, Donna Barnett, and Chuck Clevenger

Administrative –George Ashe, Assistant Principal and Athletic Director

Coaches –Mindy Rector (Cheerleading), Kirk Renegar (Baseball), Becca Wilson and Michelle Weller (Girls Soccer), Rudy Furman (Football), Keith Galloway (Boys Basketball) and Jennifer Galloway (Girls Basketball)

Guests – Vince Yinger representing Track and Cross Country and Richie Fennell, Athletic Trainer

Treasurer's Report:

- Filing for the Council's 501C3 tax exempt status should be completed tomorrow. The delays in filing were due to changes in the filing instructions. The cost for filing is \$750 and will be submitted with the forms tomorrow.
- Chuck distributed and reviewed the current 06-30-2008 financial reports.

Secretary's Report:

- Minutes from the June 30, 2008 minutes were not complete. They will be sent out via email for approval at the next meeting.

Old Business:

- 5000 Discount Cards have been ordered for delivery Friday. EB approved changing the selling dates to now until 8/11/2008. Each sale will include a Discount Card (vendor discounts) and a Backer Card (subscriptions and subscription renewals). Student athletes will have wrist bands to wear until they sell their allotment as a reminder of their obligation to sell 20 cards. The Council will need parent volunteers for Blitz Day to drive HVA students to surrounding subdivisions to sell any remaining cards not sold on 8/18/2008.

- The HVAAC Brochures should be ready by Friday. Gary gave an overview of the brochure as it will serve 3 purposes:
 1. The sale of sponsorships with various levels of donations and participation.
 2. The sale of traditional media guide ads.
 3. The sale of field banner and court banners.

The sponsorships and media guide ads will be for 3 different seasons: fall, winter, and spring. The Council will be asking parents (PACs) of the various sports to present the brochures to family member, neighbors, and potential sponsors. Sponsor Contact Forms must be completed for any potential sponsors and submitted to Terry **prior** to any solicitation. Terry will monitor the sponsor contacts database.

- There was some discussion regarding the trade-offs in receiving gifts-in-kind vs. cash donations.
- George will handle getting the various fall sport teams pictures taken for the fall media guide.

- Each sport reported out their specific fundraising ideas:
 1. Cheerleading is planning a Corn-hole Tournament to raise money for uniforms. They are also thinking about having a 12-hour practice marathon this fall.
 2. Football has been selling sponsor T-shirts for football to cover the gym expense incurred over the summer for conditioning.
 3. Track and Cross Country teams are still forming.
 4. Girls Soccer needs a sponsor for Addidas jackets.
 5. Baseball is in the middle of a 3-day camp. There are 27 boys currently at the camp tryouts. The fees for the camp will cover the costs incurred to pay the coaches facilitating the camp. There may be a small amount of cash left over once they are paid. The primary equipment needs in the spring will be a batting cage and indoor cage.
 6. Boys Basketball has approximately 23 boys working out this summer, with additional boys expected to turnout for tryouts in the fall. The team is considering a “Shoot-a-thon” for the fall where individuals can sponsor a player for the number of shots made and/or cash donations. They will also be having “open gym” sessions to raise money.
 7. Girls Basketball has 15 girls on the team. They are considering a “Golf Tournament” and “Dodge Ball Tournament”. The Dodge Ball Tournament would include the whole student body and could be planned on a Friday night when a Football game is not scheduled.

- Kathy gave an update on the website. Minutes from the general Athletic Council meetings have been posted. All forms are on the website for easy access. Media press releases will also be posted.

- Gary and Ron are working on the trade marking idea SMA Works is in the process of putting a package in place to work with high schools to provide trade marking security of high school logos. If we agree to use them to provide our trade marking issues, they will serve 2 purposes:
 1. SMA Works will monitor the use and corresponding sales of our logos so, they become our oversight and regulation entity
 2. SMA Works would handle all licensing issues, including our royalties, as they relate to outside vendors.

We would limit the amount of money SMA could spend to regulate our trademark to enable us to make a profit off our logos. Donna stated she was not sure the dollars spent on this would be an efficient way of spending Council money to produce additional revenue. Gary stated this company would provide the revenue similar to collegiate trade marking and athletic wear. George stated he would discuss the topic with Sallee Reynolds further as we have some costs to consider that Knox County may not assist us with. Ron will prepare a formal proposal.

- Kathy reminded the coaches we would like an update every 2 weeks with regard to their sports activities to prepare a press release. A media database needs to be created by Teresa.

- Gary reminded the EB of the upcoming HVA ceremony on Friday, August 8, 2008 at 3:00pm.

New Business:

- Gary distributed a proposal for AIM Insurance to handle the insurance coverage for the Executive Board. This coverage provides General Liability, Bond, and Officers & Directors Liability. The company and insurance policy is the same used for the HVA PTSA. A motion was made by Donna Barnett to approve payment to AIM Insurance to issue coverage for HVAAC. The motion was second by Chuck Clevenger and passed unanimously.
- Gary presented options for a brick fundraiser. He suggested we have bricks available for purchase for \$50 as a fund raiser. Charter members would receive an 8x8 brick and be placed in the front of the Athletic Complex walkway, and the \$50 contributor would receive a 4x8 brick placed on the sides of the walkway. Due to current construction, these bricks would not be installed until next spring 2009. Additional bricks can easily be put into the ground and pulled out at a later date and engraved. With this option, we could have additional fund raising periods in the future. Gift Receipt letters to Charter members need to incorporate literature regarding their brick purchase. It was suggested that we ought to have a sample of the bricks at the first home games to sell. Kathy will prepare a pre-order form.
- Vince inquired about whether or not we have access to the National Foundation Directory. The Council can raise money from other Foundations with access to this information.

Next meeting

The Athletic Council meeting is planned for Monday, July 28, 2008 at WTCC @6:30pm. This is a general membership meeting open to the EB, the coaches, and all paid members of HVAAC.

Minutes submitted by Teresa Laggis, HVAAC Secretary