

**Hardin Valley Academy Athletic Council**  
**Executive Board, Coaches, and PAC Rep Meeting**  
**September 10, 2008**  
**Minutes**

**Attending:**

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

**Administrative** –George Ashe, Assistant Principal and Athletic Director

**Coaches** – Kirk Renegar (Baseball), Keith Galloway (Boys Basketball), Jennifer Galloway (Girls Basketball), Bryan Brown (Track & Cross Country), Mindy Rector (Cheerleading), Nancy Vest (Dance Team), Wes Jones (Football), Mike McClean (Boys Soccer), and Holly Burns (Softball)

**PAC Representatives** – Katie Smoak (Baseball), John Alpers (Boys Basketball), Steve Moore (Girls Basketball), Jeff Cornelius (Girls Basketball), Shellie White (Cheerleading), Vince Yinger (Cross Country), Tracy Such (Dance Team), Sandra Ellis (Football), Kevin Schlosser (Football), Bruce Meek (Boys Soccer), Jim Dyer (Swimming), John Hensley (Softball), Gordon Burkett (Volleyball), John Impellizeri (Wrestling), and Ken Vara (Wrestling).

**Treasurer's Report:**

- Chuck distributed the financial report through September 2008. The gross HVAAC balance is \$49,622.76. This is broken down into the General Fund balance of \$21,461.89 and the Teams Balances of \$28,160.87
- Chuck distributed and reviewed information for the PACs, documenting a banking deposit process to alleviate the possibility of missing cash and discrepancies. Teams must use a PAC Deposit Confirmation form for any deposits into the HVAAC account.

**Secretary's Report:**

- Minutes from August 18, 2008 were reviewed. Jim Impellizeri made a motion to approve the minutes, Gary seconded the motion. The motion passed unanimously.

**Coaches Reports/Request for Funds:**

1. **Baseball** – Kirk is talking to a company regarding the treatment of the baseball field. There is an urgent need for fall field treatment and over seeding before the end of September. This may apply to other fields. George is looking at a maintenance program. Big Game America sales will begin on September 29, 2008.
2. **Boys Basketball** – Keith asked for dividers or electronic dividers for the gym. The cost is approximately \$6000. He will research several options.
3. **Football** – Kevin reported there is a fundraising 'Donation Letter' in progress. A Pancake Breakfast is planned for November. PAC members are planning a semi-formal dinner with silent auction.
4. **Volleyball** – Gordon reported their primary fundraising is game concession sales. PAC members are exploring off season fundraising ideas, including hand sanitizers, car coasters, and rummage sales.
5. **Cheerleading** – Mindy reported the team is selling decals and t-shirts. PAC members have several other ideas under consideration
6. **Dance** –PAC members are considering selling cookie dough, having another car wash, and selling spirit items at sports events. Clarification was made that all fundraising efforts had to go through HVAAC, beginning with the submission of the Fundraising Submission form to Terry Bowen.
7. **Cross Country** –a Gift-in-Kind donation was turned into Teresa, who sends a gift receipt letter. The donation was for the completion of a 3-mile cross country course, which the community can use.

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8. **Girls Basketball** –the following fundraising items currently under way:  
ESPN Magazine, t-shirts, and a Dodge Ball Tournament on Sept. 26, 2008. Possible future fundraising ideas include a Donation Letter and a Pancake Breakfast in November. Keith stated that both girls and boys basketball teams would be handling fundraising efforts together on most things.
9. **Swimming** – There was nothing to report at this time.
10. **Wrestling** – the PAC members are planning a car wash for Oct. 11, 2008.
11. **Boys Soccer** – a 4x4 Tournament is being planned.
12. **Softball** – the team is just getting organized and is working on selling banners for the field.

Comments from the Executive Board included:

- Ron stated there is no need to bring the requests to the meeting if there are enough funds to cover requests within the sport. Requests are only necessary if the balance in any one team's fund balance is not enough to cover a specific cost. George and Gary reminded the council that we are trying to build the general fund for big ticket items, for example, a tractor or gym floor re-finishing.
- Chuck will provide at the monthly Council meeting a breakdown of each team account for the coaches and PAC use.
- Terry reminded the Council of the need to co-ordinate promotions and fund raisers, as it is everyone's best interests and benefit. Teresa suggested one Pancake Breakfast for each sport season due to the fact that several teams were considering this type of fund raiser.
- George requested that the coaches discuss fundraising ideas with him prior to coming to these meetings, and then submit to the Fundraising Form to Terry.
- Ron reminded the coaches and PAC Reps that the Exec Board is available to assist them, not to tell them what to do or do things for them. Ron asked them to inform him if they feel differently.

### Update on Fundraising:

1. **Discount Cards** – Teresa reported the following:

Total Cards	5580
Cards Sold	<u>3501</u> (approximately \$35,100)
Cards Remaining	2079

Teresa has 243 cards returned to her from the various sports. Individual coaches wishing to sell more cards should contact Teresa. Bryan thought the card fundraiser had stretched out too long. Teresa reported this was our first major fundraiser this year and that things would be different next year.

2. **General Sponsors (Lifestyle Books)** – Gary told everyone there were more brochures if coaches and/or PAC Reps needed some. He suggested we sell the Discount Cards in the fall and Lifestyle Books in the winter. Terry reviewed her handout regarding the Lifestyle Books. She asked for a vote on dinner at Peerless for the entire Exec Board, coaches and PAC Reps as an informal meeting for all to get to know everyone better and to promote the Lifestyles campaign. She explained the cost of the Books is \$35 and HVAAC would get \$10 back for every sale, plus a 10% add-on from the total sales. Several PAC Reps expressed a concern that the return is too low; thinking \$15 or \$20 would be a better program. Jennifer suggested we bring the Lifestyle representative to the next meeting to discuss the process and sales return.

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3. **General Sponsors (other)** – Gary had the stadium cushions and is ready to sell, suggesting each sport get a box (of 24 cushions) and sell them for \$15 each. Katie made a motion to approve the purchase of the seat cushions. Tracy second the motion; motion passed unanimously. Bryan made a motion to approve the purchase of an icing tub to be used all of the sports. Vince Younger seconded the motion; motion passed unanimously.

4. **Fall Media Guide** - Donna summarized the final numbers from the Fall Media Guide:

Media Guide revenue from sales	\$5,200
Cost to produce	-\$1,770
Design Cost	<u>-\$ 845</u>
Net Sales	\$3,430
Profit	<u>+\$1,256</u>
Total profit to date	\$4,686

Gary offered the Media Guides to all coaches to sell at the various sports events at pure profit, in blocks of 10 guides. Several coaches and Reps agreed. These coaches and/or PAC Reps should notify Terry of which sport is selling at which sport event to be sure all events are covered.

5. **Winter Media Guide** – Donna stated we have already sold \$2,600 for ads which should pay for the printing. Any Guides we sell will be pure profit. The deadline for sponsor sales is October 17, 2008. George will line up winter sport team pictures. The band will be included in the Winter Media Guide.
6. **Field Banners** – Terry reviewed the brochures and explained the need for sponsor ad banners to be in PDF format. Bryan expressed concern over the fact that the banners will not be up for an entire year. He thought our price is double what other schools charge sponsors. Terry reassured our prices were competitive with other Knox County high schools, and that some sponsors have used our discounting program to sponsor 3 seasons.
7. **Court Banners** – Kathy informed everyone that we have 10 sold and that we will be placing an order soon.
8. **Sponsors benefits**– Terry will provide at the next meeting a list of current sponsors that get seat cushions & decals.
9. **PSAs** – Terry asked that all public service announcements go through her prior to being distributed to any school announcer. Ron reiterated by asking that any changes to the PSAs once submitted, should still go through Terry and the coaches.
10. **Concessions** – Concessions for football JV and basketball games will be handled on a rotating basis among other sports. All coaches should look at the schedule with George. The football team will handle all freshman football gate and concession sales.
11. **Season Tickets/pass**- Gary is working on season passes for multi sports, season tickets for football and basketball, and a season ticket packaged with a stadium seat program.

## Next meeting:

The next Executive Board of the Council meeting is scheduled for Tuesday, October 7, 2008 at HVA @ 6:30pm.

Minutes submitted by Teresa Laggis, HVAAC Secretary