

Hardin Valley Academy Athletic Council
Executive Board Meeting
October 21, 2009

Attending:

Executive Board Members – Gary Rowcliffe, Ron Honken, Kathy Hensley, Billy Trew, Teresa Laggis, Barbara Bush, Katie Smoak

General Fund Raising Discussion:

G. Rowcliffe discussed his recent meeting with G. Ashe and S. Reynolds regarding structuring for fund raising. G. Ashe and S. Reynolds are both concerned about the lack of money flowing into the general fund and lack of participation at the parent level in HVAAC, particularly the PAC's. They would like to see the General Fund being funded by 3 major fund raisers: The Discount Cards, A Dinner/Auction/Dance, and the Golf Tournament. The profit from these 3 fundraisers will go directly to the General Fund. This would then allow each team conduct their own fund raising for their particular sport. The coach's will have the option of offsetting their player's fees or purchasing team needs with the raised money. The coach's still disagree regarding amount of fees, so it would be important to allow them different options when relating fund raising to team fees. Gary stated we primarily see two variations:

1. Parents are responsible for 100% of team fees (this would allow any fund raising done to be used for team needs determined by the coach)
2. Parents are responsible for a fixed dollar amount of team fees -and the balance is covered by fundraisers for that sport to make up the difference in team fees and team needs.

General statement was made and discussed that some teams are not contributing to the General Fund. The consensus is that teams need to contribute to the General Fund in order to withdraw from the General Fund. R. Honken suggested this could be restricted by a percentage of players per sport rather than the actual number of players a sport has rostered or limited by what was raised.

G. Rowcliffe relayed information from G. Ashe concerning the needs of the General Fund. The number one reason for fund raising needs to go to the General Fund is to increase our balance as it's simply too low to meet any short term needs. George suggested a prioritizing of needs by all teams. And for all teams to consider funding the general fund as the main thrust of our promotions. For these General Fund fundraisers, it was noted by the EB that a Dinner/Auction allows teams to contribute with auction items, food, or manpower, as opposed to just selling, as they do with Discount Cards.

G. Rowcliffe discussed possibly requiring all athletes to sell Discount Cards (10) and this money going directly to the General Fund. All Cards sold over 10, would go to the sport they are representing. K. Hensley recommended having each athlete responsible for a \$100 fee per year, to go to the General Fund. EB agreed athletes could offset this fee by selling additional Discount Cards or by selling cokes at UT Concessions. This would

give the athletes a decision on whether they wanted to sell cards, or just pay the fee. T. Laggis reminded the EB that the cards do have a good value; the student athletes are receiving something for the \$100.

K. Hensley mentioned that the best time to have a fundraiser – like a golf tournament- is at the beginning of a season, when the season is fresh and there is excitement. She thought a Saturday tournament would bring more participation, but questioned whether the teams would be motivated to sell banners or ads for the tournament if the money goes to only the General Fund. Gary suggested the revenue could be split with existing banners being used, and perhaps only higher entry fees carry a donation to the General Fund. Splitting may resolve this issue, similar to the Media Guides

Gary reviewed a list of approximate needs, per George, from the general fund:

Items to be requested from the General Fund

- Fencing for around the football fields (bid for \$12,000)
- Security, cameras for the football field (bid for \$2,500)
- Rubber mats, weight room (\$12,000)
- Lockers for football (\$28,000, or reduced to \$12,000; GIK from UTK in process)
- Practice field Bermuda grass and top soil or re-seeding.

Raising Awareness regarding the HVAAC

R. Honken talked about requiring the \$100 would increase awareness of the HVAAC and tell people the needs and what future needs is being met by the HVAAC.

G. Rowcliffe and K. Smoak mentioned putting information on the E-talon about what the HVAAC has purchased to benefit the school. G. Rowcliffe relayed information from PTSA that only 19% of the mailing list opens the E-talon.

R. Honken will look into membership being required by all HVA athletes and see if there is conflict in the Bylaws. He deferred to G. Rowcliffe, who said he would talk to G. Ashe regarding the possibility of the requirement of membership fee to all athletes. The fee is the \$100/discount card package.

R. Honken discussed other reasons the General Funds are low. The membership has dropped from last year. Last year we had \$12,000 in membership fees compared to this year's \$6,000. Fees are directed to the Long Term Capital Fund our school has increased by 25%, but our membership has stayed the same. R.Honken stressed that a lot of families don't know what HVAAC is. Teams want to know "what's in it for them?" We need to stress the benefits to EVERYONE as all teams benefit from the General Fund.

K. Smoak mentioned that at A.L. Lotts, the PTSA puts a sticker on all items they purchase for the school. This is a visual reminder when you are in the school that the PTSA is at work. ***This was well accepted from the board, on something that we could do easily.***

G. Rowcliffe and R. Honken discussed the importance of having the coaches show leadership. This is different than coaching. They need to have the coaches on board,

leading, with General Funds in mind. *R. Honken proposed to require 2 members from each team to form a committee, headed by B. Trew, to represent the General Fund raising effort.* With representation of all sports, this would create a uniform approach to this effort. The EB endorsed this idea

September Exec Board Minutes:

B. Trew motion to approve minutes, R. Honken seconded, with no corrections; motion passed with all in favor.

UT Concessions:

Last week boys soccer and softball made \$600/per team per K. Hensley. Next concessions game is 7:45pm on Halloween eve. Track (and maybe Cheer) will work this event. Final game will be Tennis and Baseball on the 7th of November. T. Laggis ordered more shirts for the concessions.

Media Guide – Katie Smoak

Media guides sells are very low. There needs to be an incentive for parents to purchase them. It is mainly parents purchasing the guides to see their child in them. We need to move them! 750 guides were printed and only 53 were sold. There are 558 in a closet. K. Smoak asked if we could raffle the guides at the next football game. *R. Rowcliffe brought up the idea that we could raffle the guides for \$2-\$3 and give away an autograph basketball from Bruce Pearl. R. Honken mentioned selling the media guides for \$2, just to get rid of them. We could ask for a spot in the E-talon and email, to sell them for \$2 because it is the end of the season.*

The only cost of the media guide is the production. K. Smoak does all the graphics. This next media guide she will only print \$1,200 worth of guides. This should be about 200. Girls Basketball has sold the most ads. T.Laggis mentioned that we need to congratulate them on the selling. K. Smoak mentioned that the inside back cover is still open for advertisements. Asked about possibly listing Gift in Kind sponsors or examples of what HVAAC has done for the school. *G. Rowcliffe will get in touch with K Smoak to give names and bullets for the last inside cover page that should be included.*

PAC reps

R. Honken and G. Rowcliffe discussed serious problems with some of the PAC Reps in terms of informational flow and interaction with a larger group of parents. B. Trew mentioned he receives very little information regarding the Council from his own PAC rep. G. Rowcliffe said that swimming has a huge rental bill, and this could be off set with the selling of the discount cards- and there are parents that don't know about the discount card program. Why? There has to be better increased communication with the PAC rep with the coach and with the parents. How do we increase parental involvement?

Discount Cards:

\$28,345 in YTD sales. With \$1,100 today, we are not too far off from last year. *G. Rowcliffe mentioned selling the excess discount cards to HVA youth sports. We could sell the cards to them for \$3, and they could keep the \$7 they make by selling the cards.*

We could also approach HVA Elementary school about selling them also. He noted they are having a fall event that would be a great place to sell these cards. He will call Steve DeFur, the Exec. Director.

Dinner/Auction for General Fund Raising

K. Hensley brought up the idea of a Chili dinner with auction. It is probably too late to get anything formal, but feels this would work. We could have a silent auction and each team would have to contribute a basket for the event. T. Laggis and R. Honken thought about having a Chili cook off between teams. G. Rowcliffe mentioned again that we could have 2 members from each team be involved and form a committee for the sole purpose of fund raising for the General Fund. ***B Trew, thought this was a great idea, and would work with the members on this task. FR Committee will consider January 5th as the date of the event.***

Breakfast at Aubrey's

G. Rowcliffe said this was a huge success last year, but we will need to improve on some things. ***B. Trew mentioned having this breakfast possibly 3 times during the year.*** Although this event was very successful, there were long waits, and Aubrey's couldn't keep up with the crowd. Having this event take place at three different times would help to solve this problem.

Proposal for MDC banner

G. Rowcliffe was approached by MDC (Metropolitan Drug Committee) about purchasing a color banner for girl's basketball. They would like to put this banner in the concession stand in the building. ***They would like a quote on a 7x4 or 12x3 color banner.*** MDC has a grant and wants to promote anti-drug and anti-alcohol. They will also come into the school and have a presentation for the students. K. Hensley thought \$750 seemed a fair price, and R. Honken thought they should be charged \$1000 (to match Snappy). G. Rowcliffe will follow-up with J. Galloway as it is a basketball potential donor.

Tradebank

G. Rowcliffe and R. Honken talked about this program. Stressed that this does not have to be an even exchange, as this could be done between several different companies. There is really no reason NOT to do this and no upfront cost to do this. ***EB will introduce this program to the PAC reps at the next PAC meeting.***

Knoxivi

G. Rowcliffe and R. Honken talked about a great opportunity for the sell of ads. Knoxivi would provide coverage for any track events, football games, soccer, band etc...they can film any event.

Past Business

- K. Smoak was asked by **Gordon** Burkett to see if the Athletic Council could reimburse him for the Volleyball uniforms that he purchased with in 2008. G. Rowcliffe informed the board that **G. Burkett** purchased uniforms for the team, through his relatives' online apparel company, in another state, with his personal

credit card. When they received the uniforms in Sept. or Oct, 2008, they were the wrong sizes. Someone had disordered them or, Gas Gordon claims, the apparel company mis-sized them. He attempted to return them, was unsuccessful, and was turned down by American Express **three** times, as late as July, 2009. **Gordon** is requesting to be reimbursed approximately \$600 for these uniforms. G. Rowcliffe said absolutely no as he not use the appropriate channels thru neither the school account nor the HVAAC account. And he emphasized that the new volleyball coach should not have to deal with this; it should be taken to George Ashe AND Sallee Reynolds. Billy suggested that perhaps another team at HVA could use them.

- R. Honken said at the last meeting the *coaches asked to have a meeting with just the Executive Board. R. Honken will arrange the meeting and get with G. Ashe to schedule this.* G. Rowcliffe mentioned that every Thursday, G. Ashe meets with the coaches; and this might be a good time to meet.

Director of Fund Raising:

B Trew needs forms for all fund raising. He states he receives very few from the website. These forms must be submitted by the PAC Rep prior to beginning a fundraiser or promotion

Website:

G. Rowcliffe reported for K. Black, who has software that is capable of tracking what is being looked at on the website. He can tell us exactly how many times a certain sport, video, or team page was accessed. This may motivate coaches to text or email in results, as their pages are being viewed. Ken can add any video or pictures to the team pages. He is still transitioning several pages over.

Next Meeting:

Next PAC Rep & EB meeting is November 2nd at 6:30 at HVA.

Next Exec Board meeting is November 16th at 6:30 at HVA.

Highlighted items require attention by specified PAC Rep and/or Coach and/or EB member

Minutes submitted by Barbara Bush, HVAAC Secretary