

Hardin Valley Academy Athletic Council

Executive Board, Coaches, and PAC Rep Meeting

November 2, 2009

Attending:

Executive Board Members – Gary Rowcliffe, Billy Trew, George Ashe, Teresa Laggis, Barbara Bush
PAC representatives/Coaches: Jeff Cornelious (GBB), Bruce Meek (Bsoccer), Jim Dyer (Swim), Jason Smith (Gsoccer), Daniel Yarnell (track), Ken Bishop (fencing), Kaitie Smoak (BB), Ken Vara (wrestling), Kevin Schlosser (FB), Tracy Such (dance), James & Danielle Mayes (cheer), Bryan Brown (CC,track), Rebecca Pierce (Vball), Sabrina Feiten (tennis), Vince Yinger (CC), Ken Black (Web), Toni Warner (Vball)

Treasurer’s report:

K. Hensley had printouts for all teams represented account payable/receivable. K. Hensley was not in attendance but printouts were emailed to all PAC Reps and the EB. The following is the treasurer report for October, 2009

	Combined	General Fund
Balance beginning of the month	\$64,486.33	\$11,910.06
Income for the month	\$61,078.87	\$ 4,605.05
Expenses for the month	\$(47,563.78)	\$ (6,003.83)
Balance	\$78,001.42	\$10,511.28

* Financial commitments: Still need to purchase Air compressors from General Fund vote-no purchases made to date

Knoxivi: Joe Dickey

He stated that all small business owners’ dollars spent on advertising is precious. Radio is hard to measure, TV commercials are expensive and print ads only run once. Knoxivi makes it easy to advertise. It is measurable. Knoxivi has local content that reaches a global audience. HVA was chosen as a test Beta site through the end of the November. After this date, HVA needs to make a decision on whether to continue with this program. Knoxivi is capable of broadcasting many events. On the website while viewing a chosen recording, there are 80 ad spaces available. Knoxivi holds 20 ads and HVA would be responsible for selling the remaining 60. The biggest viewing day is Saturday. HVA will own any archive recording after they are purged from the website. HVA makes the decision on how long any event is available on the Knoxivi website. HVA would need to buy or lease equipment from Knoxivi. G. Ashe voiced concerns that Knox County Schools may have to become involved since there may be a liability issue. HVA will be billed for equipment, broadcast techs, archiving, streaming and page rental with an estimated expense of \$52,123.20. If HVA does not sell ads space this could be an expense that would not be easy to cover. Expected revenue is \$233,100.00 (gross margin of \$180,976.80) based on 100% ads sold.

Tradebank: Mark Davis

Tradebank International is one of the largest barter exchanges with offices in over 70 cities across the United States, Canada and East Central Europe. Since 1987, Tradebank has completed over two million barter transactions. Historically, having two companies who swapped products and services of equal value was the only way to experience the benefits of barter. At Tradebank, they provide a revolutionary barter tool for businesses everywhere. Companies do not have to search for direct trade relationships. Tradebank’s has a global network where products and services are traded 24/7. Now all companies, large and small, can leverage the power and simplicity of barter. In bartering simplest form, two businesses or professionals exchange items of equivalent value. Tradebank allows you to find someone who simultaneously needs your product or service and has what you need. Only one trader’s need is required to start the process, and with the help of a trade broker, everyone comes out with something they need. TradeBank completes trades for its clients much like a clearinghouse or commercial bank would do for stocks or checks. As an intermediary, Tradebank receives a commission on each transaction and saves all parties the trouble and process of collection, exchange of goods, or matching needs exactly with those of another party. The

transactions between companies are actually converted to barter credits or “trade dollars” (one trade dollar is equal to one U.S. dollar in value) and are reflected as balances in each trading company’s “trade account.” The accounts are maintained and serviced by Tradebank. No receivables. No collection efforts. No bad debts. Traders barter for those things, which they need or want and would normally spend cash on in the marketplace. By bartering, a company is able to:

- Leave cash in the business
- Buy other products or services at its own wholesale cost
- Spend “trade dollars” from new customers whose business the company would not have gotten otherwise
- Convert excess inventory or unused capacity into tangible assets

- There is a one-time fee of \$495 that Tradebank is willing to waive, in exchange for ad space. Currently Tradebank has UT, TN Smokies, Ice Bears, Farragut HS, Mens/Womens Athletics and UT as customers. Locally in Knoxville, they have 800 businesses signed up. Tradebank will send one member of HVA to the “Tradebank University” for 2 hours to become more familiar with the concept and will enable this member to facilitate the process for HVA. G. Rowcliffe emphasized that K. Hensley is unable to accept this position, and that he would like to have another volunteer to take over this role of director. ***G. Rowcliffe asked all in attendance to think this over and we can vote on entering into this concept at the next PAC meeting.***

US Cellular: G. Rowcliffe

November 13 – January 15, US Cellular will hold its nationwide school competition in which the 10 schools throughout the country with the most votes will each receive \$100,000. HVAAC will partner with the PTSA and faculty to mobilize out entire school community so that HVA will be US Cellular recipient of \$100,000! To vote, simply go to a US Cellular location where you will receive a voting card with a password. Using the password, on any computer, log in and vote Hardin Valley Academy. Important: You MUST go into a US Cellular location and each person (or each email address), gets 1 vote, so tell all your friends and family all over the country to VOTE for HVA! G. Rowcliffe gave out assignments to all PAC reps for their teams, of shifts to cover at the Turkey Creek and Bearden US Cellular locations to persuade customers to vote for HVA. ***PAC reps are encouraged to involve their parents to help fulfill the vacant spots on their scheduled time sheet.*** We have the capability to text the “workers” with reminders of their upcoming 2 hour shift. If, HVA is one of the winners of the competition, S. Reynolds will decide on how the money is used. G. Rowcliffe announced that HVAAC will request at least 33% of the \$100,000, since HVAAC is partnered with PTSA and the faculty to capture the needed votes for this competition. G. Ashe, agreed, that this seemed fair, and he didn’t think there would be any disagreement from S. Reynolds.

Secretary’s Report:

G. Rowcliffe asked if any members had any questions regarding the October minutes. None of the members present reviewed the October minutes before coming to the meeting, therefore G. Rowcliffe deferred the voting until the members had a chance to read the minutes. ***The voting on the minutes will be moved to the next PAC/EB meeting.*** G. Rowcliffe encouraged all in attendance and coaches to READ the minutes, especially if they were absent for any meeting. The minutes are available on the website.

General Fund Requests: G. Rowcliffe

G. Rowcliffe asked G. Ashe if he was able to purchase the ***air compressor that has funds allocated.*** ***G. Ashe has not purchased this item yet.*** No new requests from the General Fund have been received.

Old Business:

Media Guide – K Smoak discussed the winter media guide, 33 ads have been sold, for a total of \$5,215 in revenue. Guide goes to printer on Monday.

PAC rep reports:

- Baseball – K Smoak, players just completed service project “trick or treat” for 2nd Harvest from 5-7pm this past weekend. Have UT concessions this Saturday with Tennis. Planning on raking leaves for fundraising on December 5. Will have a fundraiser selling Ice Bears tickets for the January 22nd game. Seats are located in a great section.

- Boys Basketball – Tips off the season against Farragut in 2 weeks
- Girls basketball – no report
- Cheerleading – Danielle Mayes informed attendees of the ‘Hawks for Harleys’ fundraiser that was held on October 11, 2009 was not well attended. Did not want to elaborate. They are also planning to have a fall ‘market place’ with crafts, door prizes in the commons area at HVA on November 10, 2009. ***Flyers were distributed to all in attendance and she asked everyone to please spread the word to anyone.***
- Cross Country – B Brown had Regionals last week, finished 4th for both Boys and Girls. W. Templeton runs this Saturday in Nashville at State.
- Dance – T Such reported the dance team has a competition in January in Pigeon Forge. ***Requesting check to purchase mirrors*** that was granted in previous PAC meeting.
- Football – report from K.Schlosser, 1-9 end of season record, but had a great season. K. Schlosser thanked G. Ashe for his contributions to the team and his willingness to help out when needed. End of the Season banquet on November 13.
- Fencing – K Bishop reported they have about 13-15 athletes. Monday night practices are going great on the mezzanine, thanks to G. Ashe for allowing this.
- Boys soccer – B. Meek, no report
- Girls soccer – no report
- Girls’ softball – no report.
- Swim/Dive – J. Dyer reported they are up and running, they have about 60 swimmers and 8 divers (divers are training with UT coaches) and they won their first meet against West. They lost their second meet against Bearden. 18 swimmers have already qualified to compete at the state level.
- Tennis – no report
- Track – B Brown reported currently only an Invitational is scheduled. Have teams confirmed from KY and NC. However, it is the 1st weekend of Spring Break, and the local attendance might not be as high. Will start conditioning on Tuesdays and Thursday after Thanksgiving.
- Volleyball – Rebecca Pierce stated the team finished 6th in the district. Players currently have a 3.48 GPA
- Wrestling – K Vara stated practice started last Monday. 6-10 new faces. ***Will need new practice mat in the near future.*** Currently they own 3 sections, but will need a 4th. 25 players so far signed up to participate in this sport.
- Golf – no report

Website – K Black asked that all teams submit scores, results, and other information. He is able to track how many hits to each site.

Discount Cards – T. Laggis stated the cards not doing well as well as last year. She mentioned this would be a great Christmas gift. Not just the actual card, but the advertisements that come with the card are discounts. K. Black saved over \$100 from an ad on the advertisement page that came with his card on tires. Kudos to volleyball: all volleyball players sold 10 cards each. We currently have \$26,000 worth of cards in boxes. We need to sell them. Cards are valid until July, 2010.

UT concessions – T.Laggis, stressed that this is definitely a “learning year”. HVA should get another 14 person stand next year, and we can vacate our current lower level stand. Our averages have been between \$1300-\$1400 per game. This is then divided between the two teams that are working that particular game. Discussed possibly having just 8 sports working ALL the games next year. This will increase their fundraising for the season. If you have repeat workers (like Track has had), the time and learning curve are greatly reduced. Popcorn stands do just as well as the lower level concessions. T. Laggis thanked everyone who helped out last week at the UT game. Since Golf backed out this left a huge whole to fill with her needing about 10 volunteers to work the concessions. She stressed to all PAC reps NOT to volunteer your team for any commitment until you talk to the coach and the parents/players.

General Fund –

- D Yarnell wanted more details when teams are requesting funds from the General Fund. He would like to know what contributions the team has made to the General Fund and also the

amount of money in their “school account” before making a decision on his vote. Other members were in agreement. K. Schlosser voiced he would only give his vote to a team with little to no contribution if it was safety related. G. Rowcliffe brought up several issues regarding General Funds.

- It seems that all teams feel that if other teams are not contributing, they shouldn't receive funds from the General Fund. G. Rowcliffe reminded everyone that this information- about contributions- should be in the minutes from past meetings. K. Hensley is able to create a pie graph that shows exactly how much or little each team is contributing.
- G. Rowcliffe said as money in the General Fund decreases, decisions regarding who gets to spend the money will be harder for the PAC reps.
- G. Rowcliffe announced we need to fund raise directly to the General Funds instead of relying on the 10%.
- G. Rowcliffe stressed the General Fund balance is low. The membership dues are going into Long Term Capital fund. Banner and Hawk Pacs that were placed in the General Fund last year went to Football. Discount Cards not doing well. All are reasons the General Fund balance is low. ***Discussed possible solutions for an increase in the General Fund account would be: Tradebank, Knoxivi, Discount Cards***
- G. Rowcliffe relayed discussions at the EB meeting regarding requiring each athlete to have a \$100 fee when participating in a sport. This could possibly be \$70,000 being placed in the General Fund (with approx 700 athletes). The athletes could offset this fee, by selling discount cards, or UT coke sells. ***G. Rowcliffe stressed that this was just a suggestion, and asked everyone attending to think about this.***
- D Yarnell mentioned, as a fundraiser, we could sell T shirts to the entire school with a perk being offered by administration. We could purchase the T shirts and sell them for \$15-\$20. All students wearing the T-shirt are entitled to the “perk”. ***He asked G. Ashe to think about this idea, and think of a perk that all students would want enough to buy a T shirt for.***

Scrip Program: no update from K. Smoak. Please watch for her holiday email announcement.

Athletic Director – G. Ashe

- Stressed PAC reps are NOT managers for their teams. They are the liaison between the council and the teams. Coaches have the role to talk to their parents to help the PAC reps. We need to shift the focus – we need to involve the parents – coaches should help their PAC reps.
- ***Suggested that each team have 2 representatives to form a General Fund Fundraising committee.***
- Football/Basketball concession assignments fall under him. G. Ashe decides who will run the concessions for Football and Basketball. He drew 4 teams out of a hat for this season. He wanted to start this season off with Band because they have had the most experience. He also wanted to end the season with Football working the concessions.
- Long discussion was held regarding how many accounts each team has. G. Ashe said that the 3 accounts the team have access to are:
 1. HVA school team account
 2. HVAAC team account
 3. HVAAC General Fund account balance

Most in attendance were not aware that each team has more than one account. D Yarnell and D Mayes want to know the balance in these accounts for each team before they vote on any General Fund requests.

Next Meeting:

Next PAC Rep & EB meeting is December 7th at 6:30 at HVA.

Next Exec Board meeting is November 16th at 6:00 at HVA.

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

Minutes submitted by Barbara Bush, HVAAC Secretary

