

**Hardin Valley Academy Athletic Council**  
**Executive Board, Coaches, and PAC Rep Meeting**  
**November 3, 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), and Nancy Vest (Dance Team)

**PAC Representatives** – Katie Smoak (Baseball), John Alpers (Boys Basketball), Jeff Cornelius (Girls Basketball), Vince Yinger (Cross Country), Tracy Such (Dance Team), Kevin Schlosser (Football), Saundra Ellis (Football), John Hensley (Softball), Gordon Burkett (Volleyball), and Ken Vara (Wrestling)

**Treasurer's Report:**

Chuck state that everything he has received to date has been deposited, approximately \$63,000. Chuck asked each coach and sport rep to review their data and inform him of any discrepancies as he will not being making any changes after 10/31/2008. Chuck clarified for Nancy, that the fee for the discount cards was \$3 per card sold. Chuck distributed the \$50/30 Club checks to the coaches for the team members he had checks for. Teresa pleaded with the coaches to send her their Discount Card Rosters so she could cross reference them with each other to determine additional team members who should also be receiving a \$50 check. *Teresa will send an email out to those coaches and PAC Reps with outstanding rosters to remind them to turn them in.* Ron stated that the coaches are responsible for the players and that December 1<sup>st</sup> would be the very last day anyone can send in money from the cards.

**Secretary's Report:**

Minutes from September 3, 2008 were reviewed. John Alpers motioned to approve the minutes as corrected, Ken Vara seconded the motion. The motion passed unanimously.

**Coaches Reports/Request for Funds:**

- 1. Baseball** – Credit was given to Katie Smoak for collecting 1170 pounds of food for Second Harvest. The team is currently selling baseball caps and the Scripps program is also in progress. A leaf picking fundraiser and flyer and a middle school tournament fundraiser data sheet was sent to Terry. Batting poles have been received, but there is a delay in installation due to a construction mishap. The Budget Proposal sheet has been submitted. The team budget is approximately \$15,000 to run each season
- 2. Boy's Basketball** – The team saw a net profit of \$1000 on their recent pancake breakfast. Texas Roadhouse would like the basketball team to sell their gift cards for which the team would receive 10% of the sales. John will follow-up with the details. Roster sales and gift certificate sales are the current fundraising projects. The team's budget is not yet complete.
- 3. Girl's Basketball** – A Pancake Breakfast for January 31<sup>st</sup> was submitted for approval. A current fundraising project is the "Half-Time \$1 Shots". Electrical work for the divider has been donated although the divider has not been purchased due to speaker issues. Another divider has yet to be selected, also pending HVA's Principal approval. The team's budget is not yet complete.

## **HVAAC Executive Board, Coaches, and PAC Rep Meeting November 3, 2008 Minutes, cont.**

4. **Cross Country** – Coach Brown noted that 30 people worked on cross country trail over the weekend. The season ended with the regional meet and there will be an Awards Banquet next Friday, November 14<sup>th</sup> at 6pm. The team is looking to raise about \$3,000 for next season. The breakdown is included on the budget proposal. The issue with the fire protection has been taken care of for their bonfire fundraiser. He requested for \$200 from the general fund for grass seed.
5. **Football** – The end of the season banquet is November 13<sup>th</sup> at the Foundry. Kevin Schlosser reviewed the short term needs for the football team; headsets, video software camera, outfitting the 3<sup>rd</sup> team that they didn't have this year, transportation, and landscaping. Long range needs include field equipment and field house. The recent upscale pancake breakfast netted \$1,400 and the Sim's fundraiser netted \$127. Current request from general funds is \$2,800 for coaches' headsets.
6. **Girl's Soccer** – There was no one present to report.
7. **Volleyball** – The first season is completed. There will be a Parent meeting on Thursday, November 6<sup>th</sup> to plan for the next season. There will be a season ending banquet at Aubrey's on November 13<sup>th</sup> at 5:00pm. There are no fundraising events currently planned and there are no requests for general funds.
8. **Cheerleading** – Short term needs are for entry fees for upcoming competitions and for a second set of uniforms for next year. These 2 needs total \$10,000. Long term needs include 4 more mats to complete a full competition floor. Most of this can be accommodated through fundraising. The cheerleaders will be setting up a Spirit Booth at all home basketball games. There are no specific requests for general funding and team's budget is not complete at this time.
9. **Dance** – The last 2 hour car wash fundraiser netted \$198. Cookie dough sales start the week before Thanksgiving. Dance competition is coming up in December. There is no request for general funds at this time. There was no budget complete at this time
10. **Golf** – There was no one present to report.
11. **Swimming** – There was no one present to report.
12. **Wrestling** – The car wash fundraiser on October 11<sup>th</sup> netted \$210. One disadvantage regarding the car wash location was due to the lack of traffic. Jeff reviewed a quote for wall padding and mats for the upper part of the gym at \$3,500, an additional mat for \$4,400, and spacer mats which for an additional \$1,300. The budget proposal is not yet complete.
13. **Track** – There will be an informational meeting next Tuesday at 6:30pm at the school. The budget proposal was submitted. A lot of "wish list" items which will depend on PBA funding, per George Ashe. Coach Brown met with some parents who stated they would propose HVA hosting Jr. High track meets, which may produce revenue.
14. **Boy's Soccer** – There was a problem with the 4 vs. 4 fundraiser timing and publicity. No other report at this time. No budget complete at this time
15. **Softball** – There was no one present to report
16. **Tennis** – Practice conditioning has started. Practice is being held at Pellissippi State, so an in-kind donation needs to be discussed with the State athletic dept. and HVAAC. There was no budget complete at this time

# **HVAAC Executive Board, Coaches, and PAC Rep Meeting November 3, 2008 Minutes, cont.**

Comments from the Executive Board included:

- George Ashe asked that the coaches take a step back to look at what council and teams have done. He has met with the basketball coaches and needs to meet with wrestling. George stated that right now is a critical sales time on media guides. The coaches and PAC Reps need to drive sales on the media guide to boost funds. Secondly, he thought the fall sports went well as a start and it went well because of the people in the room. He thanked everyone for the hard work and stated we still have a long way to go.
- Need updates on budget proposals from most sports. And Teresa needs updates from all sports for PR purposes. Coaches and PAC Reps were asked to email her each Monday
- The pancake breakfast scheduled for January 10<sup>th</sup> at Aubrey's will be open to all sports that have not planned or participated in a pancake breakfast.
- Gary discussed the General Fund Request Form which needs to be completed and submitted along with 3 quotes. Principal, Sallee Reynolds and Athletic Director, George Ashe, will need to sign off on these requests so timing is an important issue. Gary stated that the coaches should be careful with big ticket items and both use and build funds in the team accounts so the general fund is not depleted with one or two requests. Gary instructed that in the rationale section of the form, one can state why the more expensive (of the 3 quotes) item would be more feasible. Gary and George assured Nancy Vest that all requests for general fund monies still needed to be voted on by the Council.
- Coach Brown stated that the 40ft wall mats and space filling mats are needed for safety issues. Money in the general fund balance is around \$19,000. Highest priority is the wall mat, and then the large 40 ft mat. Ron stated that defining the highest need is the priority. He suggested all PAC Reps and coaches prioritize the most important items when requesting general fund money.
- There was little discussion surrounding grass seed for the cross country course. The vote to purchase the grass seed carried, with no opposition.

## **Update on Fundraising:**

1. **General Sponsorships/Fundraising** – Gary submitted 2 Skyhawk donations. Teams still have options to make money off of brochure sales. The Executive Board will be glad to come out and talk to the various team parent groups. There is a need to put a fundraising committee together due to the multitude of work. Terry Bowen submitted a resignation request as Director of Fundraising. She will resign in the general meeting, scheduled for next Monday, November 10<sup>th</sup>. All are invited to the meeting.
2. **Winter Media Guide** – Donna stated that the Winter Media Guide has resulted in \$5,431 of ad sales and the design and print cost is around \$1700, which yields a \$3,731 profit-without sales of the guide. Donna distributed a list of winter media guide sponsors. Wednesday, Nov. 5<sup>th</sup> is the absolute deadline for sponsor ads. She has a couple of questions on 5 outstanding ads. Donna has contacted these 5 companies by phone and email, but still is unable to reach the needed individuals to resolve the questions. Shaffer ad will be held until the Spring Media Guide. She stated that the EB agreed that the cost should be lowered from \$8 to \$5 for media guides. George will get a roster for wrestling. Pellissippi needs a gift in-kind ad to thank them for the tennis court and facility time. Donna stated she may be able to give them a full page ad, depending on the layout. A round of applause was given to Donna for all of her hard work in heading the Media Guide project.

## **HVAAC Executive Board, Coaches, and PAC Rep Meeting November 3, 2008 Minutes, cont.**

- 3. Field Banners** – Kirk Renegar made a request to reduce the cost of outdoor banners. Ron and Gary both stated that they have had no problem with feedback from sponsors on banner costs. In addition, Ron stressed the right approach at the point of sale. Bryan Brown agreed that the cost considered to be lowered. Movement of the signs on the fencing surrounding the track would also be a good idea. Kirk says that the sale of the banners is key to raising money and that if we could sell for less, we could sell more. The Sponsor Contact Form needs to be more specific as to who and what kinds of contacts are being made. It was stated at the last meeting that the field banners will be up for the year. Brown stated that banners for football are easier to sell than for soccer and track, but could be easier if a banner was up all year. Gary says 8 of the banners out on the field now will go back out in the spring, per what has been agreed with the donors & sponsors. The EB will visit the banner hang time issue, as it is important that the timing coincide with the sports seasons.
- 4. Court Banners** – Kathy presented what the court banners would look like and stated that she would have them hung before the first basketball game on November 18<sup>th</sup>. She still needed to order the cable and both Ron and George were checking with Merit to hang the banners.
- 5. Seat Cushion Sales** – Gary thanked everyone for their response on the seat cushion sales. Sales continue throughout the year. The teams need to get monies collected to us whenever items are sold. They can reduce the sale of the cushions from \$15 to \$12, but no lower.
- 6. Season Tickets** – Gary distributed an example of a Season Ticket Pass. He explained the easiest way to sell season tickets is to do an individual sport's pass. The pass would include a designated stadium seat for the season. Gary asked that the coaches let him know if they are interested as he has 6 samples and will work on sponsorships to supplement the seat sales and season ticket sales. He will report back as this is a work in progress project.
- 7. Concession Sales** – George explained that concessions for basketball will be handled as they were for football. A sign up sheet was handed out for the coaches to put down their preference of dates to sell concessions. Stand alone basketball games will be the responsibility of the basketball coaches. The sale of promotional items by any teams will need to be co-coordinated with the concessions team at each game.

### **Open Discussion:**

1. Teresa informed the group that the PTSA quarterly newsletter needs sports information of any interest. She also requested that the PAC Reps notify her of PR needs rather than waiting on the Director of Fundraising to do so for events. She used the 4X4 Soccer Tournament as an example where there was no promotion for the event due to a lack of communication. Much discussion occurred surrounding who should handle PR requests and submittal. John Alpers stated it should be the PAC Rep responsibility.
2. Keith Galloway suggested that a brain storming session for fundraising ideas needs to happen.
3. Ron stated that George suggested an idea for seasonal banquets at the last meeting, especially since there are several banquets currently under way at the end of the fall season. Sponsorship could be acquired for these events.
4. Kirk Renegar stated that every season should have one big fundraiser. John Alpers agreed. George liked the idea of a big fundraiser per season and recommended a fundraising event such as, a large golf tournament for all sports for the spring.

## **HVAAC Executive Board, Coaches, and PAC Rep Meeting November 3, 2008 Minutes, cont.**

5. Nancy Vest stated that there is a Dress Rehearsal on Friday, November 21<sup>st</sup> at 7:30 for the Knox Dance Team at HVA, which also involves other school teams.
6. George stated he realizes that things in this group do get heated, but he is proud to see what this group has done.

### **Next meeting:**

The next meeting for the general council is scheduled for Monday, November 10<sup>th</sup> at 6:30pm in the school's auditorium. A suggestion was made that we solicit ideas for large fundraiser events. The next PAC Rep and Coaches meeting is scheduled for Monday, December 1<sup>st</sup> at 6:30pm.

Minutes submitted by Teresa Laggis, HVAAC Secretary