

**Hardin Valley Academy Athletic Council
Executive Board, Coaches, and PAC Rep Meeting
December 1, 2008
Minutes**

Attending:

Executive Board Members – Gary Rowcliffe, Teresa Laggis, Kathy Hensley, Donna Barnett, Gordon Burkett, and Ron Honken

Administrative –George Ashe, Assistant Principal and Athletic Director

Coaches – Kirk Renegar (Baseball), Bryan Brown (Track & Cross Country), Mindy Rector (Cheerleading), and Nancy Vest (Dance Team)

PAC Representatives – Katie Smoak (Baseball), John Alpers (Boys Basketball), Vince Yinger (Cross Country), Tracy Such (Dance Team), Kevin Schlosser (Football), Suzy Kington (Soccer), Daniel Yarnell (Track), Toni Warner & Ken Black(Volleyball), and Ken Vara (Wrestling)

Treasurer’s Report: Gary introduced Kathy Hensley as our new Treasurer. She stated that she needed all receipts for any items purchased for fundraising. *Kathy will begin sending biweekly financial reports to the individual team coaches and PAC reps.* Gary acknowledged that a net \$123,075 has been raised from fundraising efforts of the Council and sports PACs. He gave “kudos” to everyone for all of their efforts in this start up year at HVA. After a discussion regarding collecting fees charged on checks returned for “insufficient funds”, it was decided that the PAC reps would handle recouping money on any returned checks for their individual team fundraising efforts and the Council would handle all others. John Alpers motioned to have whatever bank charge is associated with NSF fees should be charged back to the team account and Ken Vara seconded the motion, which passed unanimously. Gary reminded the Council that the revised Bank Deposit Slip for the teams and is on the website. He strongly cautioned everyone to not leave cash in our mailbox; and if cash is submitted for a deposit, Kathy will not accept it unless it is counted with the person submitting the funds and signed off on the deposit slip. This process is in place to ensure accuracy and avoid any misappropriations of funds.

Secretary’s Report:

Minutes from November 3, 2008 were reviewed. The football budget request from general funds for coaches’ headsets should be changed from \$28,000 to \$2,800. John Alpers motioned to approve the minutes as corrected, Katie Smoak second the motion. The motion passed unanimously.

Coaches Reports/Request for Funds:

1. **Baseball** – There was a Leaf Raking Fundraiser which made about \$1,000. The team has hat sales and the Scripps program as ongoing fundraisers.
2. **Boy’s Basketball** – There was no one present to report.
3. **Girl’s Basketball** – There was no one present to report.
4. **Cheerleading** – No report at this time.
5. **Cross Country** – No report at this time.
6. **Dance** – State Competition is on Friday, with HVA entered in both the Hip-Hop and Jazz events. If the team qualifies for Nationals, the cost is \$900 per girl. The Dance team is requesting \$11,700 for the entry fee for the HVA team of 13 girls.
7. **Football** – No report at this time.
8. **Golf** – There was no one present to report.
9. **Boy’s Soccer** – There was no one present to report
10. **Girl’s Soccer** – There was no one present to report
11. **Softball** – There was no one present to report
12. **Swimming** – There was no one present to report.

HVAAC Executive Board, Coaches, and PAC Rep Meeting December 1, 2008 Minutes, cont.

13. **Tennis** – This is their first week of operations. There is a big need for 3 cases of tennis balls and 2 hoppers, approximately \$260.
14. **Track** – Season has just started. Practice begins February 2, 2009.
15. **Volleyball** – No report at this time.
16. **Wrestling** – The team just finished 3 meets, faring not so well in the first against Karns, but did beat Heritage and Farragut in the next 2 meets. Mats for the wall remain a safety issue and need

Update on Fundraising:

1. **Overview of Fundraising** – Gary introduced Gordon Burkett as our new Fundraising Director. Gary informed everyone of the vacancy in the Director of Communication's position and noted that the position is open to anyone who is interested. The position is mostly website maintenance at this point. Gordon stated that the Director of Fundraising (FR) needed to have a FR committee of 2 or 3 people. Gary also stressed the use of the HVAAC Brochure to drive sponsor/donor support.
2. **General Sponsorships / Fundraising** – Gordon reintroduced the Lifestyles Books as a fundraising idea. Individual teams could sell the books for \$35 each. He distributed a handout regarding the revenue possibilities. The books are good through March 2010. John Alpers stated his only problem with the concept is the price of the books which could be an issue at this time of the year. He still feels it is a good idea and should be sold within the teams. Katie Smoak asked if the teams would be able to return any books not sold, especially with big numbers as with the football team. Gary stated there would not be a problem the first year, but in subsequent years, returns would be an issue.
3. **Winter Pancake Breakfast** – Gordon talked about the upcoming Pancake Breakfast scheduled for Saturday, January 10th at Aubrey's on Middlebrook Pike from 8-10:30am. Several sports are involved with fundraising event. Teresa stated that advertising would be in the Knox News Sentinel several times in advanced of the event.
4. **Scripps Fundraising Program** – Katie Smoak talked about a fundraising program that does not involve selling. She distributed a handout regarding the details of the Scripps program and a list of providers participating. Basically, anybody can purchase gift cards weekly from participating vendors and 5% to 18% of the sale goes back to the team. An individual would go online, select the gift card, print confirmation of order and send the order with a check to the school for Katie to process and submit. The gift cards come to Katie 2 weeks later and she distributes to those teams participating. Grace Christian School had 80 families enroll and netted \$30,000 in 9 months. Ron suggested that if any sports are interested in participating, they should get with Katie Smoak and Gordon Burkett.
5. **Winter Media Guide** – Donna announced the Winter Media Guide was completed November 18th. There is an error on one ad in the Guide. The Guides are being sold for \$5 each and every sport can sell as many as they would like. Spring Media Guide ad forms are due on February 6th. John Alpers announced that basketball game rosters are being sold with the Guides for every game. Kathy Hensley has 18 copies and George Ashe has the remaining Guides.
6. **Field Banners** – Nothing to report at this time, other than they are stored for the winter in Kevin Schlosser's garage.

HVAAC Executive Board, Coaches, and PAC Rep Meeting December 1, 2008 Minutes, cont.

7. **Court Banners** – Kathy stated that 16 banners are currently hanging in the gym, with 4 additional banners to go up soon. There was a lot of discussion regarding the hanging of banners inside versus outside and the cost of the banners. Ron suggested that everyone email their banner issues to Gordon within the next month so, we can make the necessary changes prior to soliciting sponsorships for the next school year as some sponsors are already asking for discounts if they sponsor HVA a second time. In addition, we will also be looking at other ad companies for outside banners to ensure cost effectiveness.
8. **Seat Cushion Sales** – Gary confirmed that we still have 5 boxes of cushions to sell.

Open Discussion:

1. Nancy Vest commented on the large dollar amount needed to send the Dance Team to Nationals and asked for a big fundraising project ideas now to help the team with cost issues for next year. The team really needs to begin a project in May 2009 for the next school year.
2. Ron stated that Gordon's area of fundraising has generated such a huge degree of excitement around the community and that anytime we can get knowledge of our teams in the press and public eye, it should be done. This will help drive sponsorships.
3. Kevin Schlosser stated that the Foundry, where the end of the season Football banquet was held, was very complimentary of our athletes as good, very well behaved individuals.
4. Kevin Schlosser informed everyone of a football player losing his step father in a tragic car accident last month. The end of the season Football banquet raised approximately \$1000 for the family and he was wondering if the Council wanted to purchase a \$50 brick in his memory since he was his immediate family member. Kevin, being the Football PAC rep, will take the brick information form back to the player's mother.
5. Gary affirmed that the basketball divider purchase has been put on hold due to several issues. He asked the Council to consider rescinding the previous vote so the money in the bank can be freed up to be used elsewhere for the time being until the divider is purchased. Nancy asked if any money had been raised by the basketball teams to supplement the purchase. John acknowledged that both the girl's and boy's teams had raised money and that several other teams would benefit from the divider purchase also and that these teams should also donate raised funds toward the purchase, as a supplement. Gary agreed that a portion of the money needed for the purchase of the divider should come from the teams and the remainder from the general fund. There was a lot of discussion on how there is no "magic formula", but that the Council should establish some type of policy and procedure where funds requested for a specific athletic related item should be limited to a portion of the cost of the item and not the full amount.
6. Ron stated the Council needs to develop a financial policy in which an additional 10% of money raised through fundraising would go to long-term goals. Bryan declared he would rather participate in major sport fundraising for all sports versus taking an additional 10% for long-term goals. John expressed concern that if we take an additional 10%, the Council should be ready to show parents where the money is going since they may not notice the first 10% being deducted, but they will with the second.
7. Nancy stated that it seems like some sports are getting more of the general fund than others (i.e., basketball and wrestling). Ron informed the council that our formula is not a done deal and that discussions are underway on the Executive Board regarding this. He stated that "whatever is fair is not always equal and whatever is equal is not always fair". Part of the general fund was to have funds available for those sports with small needs. Donna expressed another concern regarding the longevity of dollars invested from the general fund (equipment expenditures versus travel expenditures).

HVAAC Executive Board, Coaches, and PAC Rep Meeting December 1, 2008 Minutes, cont.

8. Ken announced the mats needed for wrestling are still in the bid process. They have received 3 bids for approximately \$7,000.
9. Katie Smoak motioned to rescind vote for general fund disbursement for the gym divider. Ken Vara second the motion. The motion carried with 7 voting for approval, 1 opposed, and 1 abstained.
10. Katie Smoak motioned to request for partial funding of approximately \$3,000 from the general fund for the Dance competition needs. Ken Vara second the motion, pending the team qualifying for the national competition. The motion carried with 6 voting for approval and 3 apposed.
11. Bryan Brown motioned to request monies from the general fund for the needed tennis equipment. John Alpers second the motion and it passed unanimously.
12. There was a lot of discussion regarding setting precedence with the use of general funds for travel for coaches and players and whether or not the team has participated in any fundraising activities both as a Council and/or within the individual sport.
13. Gordon announced there would be a Golf Tournament in the spring which would be open to all sports to participate. Each team would sponsor a hole and raise funds for their specific team.

Next meeting:

The next PAC Rep and Coaches meeting is scheduled for Wednesday, January 7, 2009 at 6:30pm at HVA

Minutes submitted by Teresa Laggis, HVAAC Secretary