

Lake Park Athletic Boosters
Minutes from January 22, 2018 Meeting

Present: Sherry Schellinger, Linda Wolf, Margaret Ross, Michelle Savage, Kathy Hocuk, Jodie Colucci, Kara Steetz, Brad Graetz

Absent: Pete Schauer, Victoria Zepeda, Kerry Becker, Janice Gatbunton

Others: Kristina Romero

Call to Order: 7:06 pm

Secretary's Report: Minutes from the November 13, 2017 meeting were approved by Michelle Savage and seconded by Kathy Hocuk.

Treasurer's Report: December checking account balance was \$38,819 and the money market account balance was \$71,877. Net income from December was \$19,804. Total income was up 31% from prior year. This was mainly due to gaming income in the current year (there was no gaming income last year) and the timing of income from Booster memberships. Concession income was down due to one fewer home football game this year. Margaret highlighted various income and expense line items. She also made a request for people to keep pizza receipts, to keep cash count sheets stocked in the concession stands for openers/closers and to have closers text her after each event. All deposits through January 5, 2018 have been collected and deposited. Pete Schauer has also been billed for fall meal tickets and we have been reimbursed. A motion to approve the December Treasurer's Report was made by Linda Wolf. The motion was seconded by Jodie Colucci.

Athletic Director's Report: Reviewed schedule of upcoming January and February events. Pete asked for \$1,013 for coaches professional development expenses for boys gymnastics, track and field and softball. All additional weight room equipment from the wish list has been received. An invoice has been received for payment. The Lancette's received a \$2,000 donation from Boosters for their trip to Florida to represent Lake Park at their Nationals competition.

Committee Reports

- a. **Concessions Report:** Mary Arey has resigned as a concession volunteer. Therefore there was no one present to report on the committee. It was mentioned that the December 15 gymnastic meet was canceled and therefore there was no deposit. There was also discussion on where money from concessions should be left after an event. It was decided that profit should be put in the safe, with the bank staying underneath the cash drawer in the concession stand. Money should not be left in the microwave.
- b. **Spirit Wear & School Store:** Sales were very successful for freshman orientation night. We ran out of many small and medium sized clothing items so Sherry is considering ordering more for upcoming freshman night events in the spring and the freshman BBQ. Discussed the possibility of reintroducing an on-line store, but this has not been successful in the past. Ideas for promoting spirit wear were discussed, such as promoting the school store and its hours on the booster website and displaying items in the lunchroom. Discussed closing the store at West, except for special events, as sales there are practically non-existent, and adding an additional day at East. Kristina Romero will be taking over for Sherry Schellinger as Sherry transitions into the President's role.
- c. **Sponsorship Report:** Athletico has requested a t-shirt night at Lake Park at the February 9 boys basketball game. Jodie continues to work with Victoria to finalize the banner sponsorship letter.
- d. **Fundraising Report:** Our next poker night will be held at White Eagle Banquets on February 21. Rockford Charities charged \$200 to provide assistance with the December poker event but did not bill us. Our gaming license was renewed by Margaret. Ideas were brought up for possible future fundraisers that had more parent

involvement. Some ideas were an Octoberfest event or a bowling outing including parents and various team coaches. To be discussed further at February's meeting.

- e. **Membership Report:** Kara submitted pricing changes for the various levels of booster membership. These changes were approved. The Basic membership is now \$30, Athletic Pass level will be \$80, Best Value will be \$110 and Premier with Parking will be \$170. Kara is concerned with being able to track membership information for families that sign up for boosters later and through out the school year. Solutions to be discussed with Pete.
- f. **Marketing/Communications:** Brad continues to work on updating the booster website and potentially getting information from the school website to be fed automatically to the booster website. Brad encouraged the use of Twitter and social media to keep users aware of events, information, etc. Talked about including highlights of individual students, teams, athletes on the website. Brad also requested booster members to review the current website to evaluate the information there and suggest what may be needed or useful.
- g. **Scholarship:** The scholarship application is currently online. Kara will be sending an e-mail out alerting students to the scholarship application. The winners will be presented at the senior scholarship awards night on May 24.
- h. **School Board Representative** – No new information to report.

Old Business/New Business : No new information to report.

Meeting adjourned at 8:30 pm.