

GUILFORD HIGH SCHOOL BOOSTER CLUB
Board of Directors Meeting Minutes
February 4, 2008

President Kathy Peterson called meeting to order at 6:35 p.m.

Minutes of previous meeting: Two sets of Minutes were reviewed (November and January).
Dave moved to accept November minutes as submitted, seconded by Cheryl M.
January minutes approved with changes – Susan moved to accept, Lynn seconded

President's Report:

- The Barnes & Noble event could have been better
- The Teacher Appreciation luncheon was a huge success, but it is always a success – a Big Thanks to Cheryl and her entire committee - many teachers thanked Booster Club for the luncheon in person or in writing – Corporate sponsors really helped by offsetting our costs – the speaker was Anne O'Keefe from the Rockford Area Arts Council and spoke on "Arts in Education" -
- Thursday 2/14 the Executive members will meet with the Building Committee to learn of this year's allocations – A representative of the Building Committee will be at our March meeting
- Please continue to support Basketball and merchandise
- Review upcoming events

Treasurer's Report: Othello Garganera distributed Profit & Loss and Balance statement • not much difference from last month, but more concessions • Bowling and Garage Sale can help •

- Kathy stated that we have the [potential to meet last year's income – we may have a smaller allocation next year – depending on what we want to do as a board, we could allocate more
- Dave C noted that Basketball concessions are down – How can we pull out of this deficit?
- Leslie indicated that attendance is in a "very sad state"
- Othello commented that if our team were winning, we would have better attendance
- Cheryl M asked what is "OTHER" expense under Merchandise and what is "Athletic Fundraising" expense from last year – Othello will check the details – Kathy will have Mary Kay explain this at the March meeting
- Bridget asked why 50/50 income is down (This was explained that it is actually a pass-thru type entry)
- Kathy noted that Prom has run into challenges with banking, the class will be running their monies through Booster as the class does not have a Not-for-Profit status – Othello assured that this will not be an issue as this is not an income – Dave asked if there were any liability for Booster by running this through

Leslie moved to approve the Treasurer's report, seconded by Pam

Committee Reports:

Alumni Committee: Dave is working on a mission statement • This has the potential to be huge for the School and Booster Club on a long-term basis • A steak-fry is a fine idea, but not what we are looking to do • We have general information from Boylan Alumni literature • A lot of big hitters came from Guilford – How do we instill a sense of pride (and get them to donate)?

- Othello suggested we run a newspaper ad requesting information from Alumni
- Dave indicated that we need a release to get the information which will in turn start a network
- Bea said they are not at a point of gathering alumni and need to find "recognized" people
- Leslie asked if the committee knows any of the heavy hitters
- Bea noted that they want the *launch* to be special and there is a marketing plan that is in the works "We have a strategy"
- Cheryl M asked if an outline or timetable be presented at the March meeting – Dave answered to the affirmative
- Bea stated that they have a lot to consider in regards to media relations, branding, community, etc.
- Othello asked for a timetable
- Bonnie asked if there were anything the other board members do to help
- Cheryl M asked if this year's graduates will be the first class to grant information
- Dave & Bea are contacting reunion committees
- Kathy stated that each committee has a good foundation on which they were built – would like to see Alumni \$'s this year, but okay if not yet

Buttons: It has been a little challenging with Winter sport buttons – Mueller skewed the prints and we spent \$85 on bad prints – Cheryl M stated that we may want to ask Mueller to refund our money

Carpe Diem: Cash of about \$600 has been disbursed • Some students did not pick up their prizes • 2nd quarter cards are going out next week • Fundraiser ideas are needed as donations are down • Mark your calendar for March 19 for a wine tasting from 6:00 to 9:00 at the **Tinder Box / Vino 100** on South Perryville

- Dave asked if we could invite teachers
- Cheryl asked when the Carpe Diem letter will go out – we need to let people choose where there donations are allocated and we could also ask about Alumni information

Concessions: Basketball times are 5:00 not 6:00 • Our new slogan is “We Have The Best Buns” • The Cheerleading event made \$500 clear with only three people – they changed the menu to include fruit cups, bagels and orange juice • There will be a couple more games

- Leslie asked if we could have sellers go up and down in the stands – Kathy stated that this was very dangerous on the stairs and the kids swarm – Dave noted that it is difficult to pass foods in the stands
- We haven’t ordered pizza for the last three events
- Kathy indicated that the best statistics are in concessions, but this year is off
- Saturday is not a good day for sales and neither are afternoon events

Book Fair: It was kind of a fizzle – we had \$250 in associated sales which netted a check for \$25 • Previous schools solicited store customers so we were not allowed to have signs • We need to publicize more at school to bring in more customers • This could be a very big fundraiser • We should select dates before Christmas and possibly gift wrap also • We have lots of students that can volunteer (and need hours) • Kathy will e-mail next year’s dates to all

Dances: Meetings are fun • *Date with an angel* (Feb 23rd from 8 to 11) is a little more classy this year – invitations went out last Friday, some did not have a response card – Steve Shannon will DJ next year – Need donation for prizes and people for refreshment and registration • Cheryl M asked if we could give out Viking bucks • Senior girls were invited to send 5 x 7 picture for “Angel wall” • *Mother/Son* will be March 8th from 8 to 100 – Black & Blue Bash theme – there will be table and video games but no dj – still need an MC – Senior moms coordinate skits

Hospitality: Kudos to corporate sponsors, need to find more • Local businesses donated gifts for the luncheon • American TV donated an I-pod shuffle and there were items at each place setting – Merchandise was pretty cool to have at the luncheon • Parent / Teacher conferences are coming soon

Major Fundraisers: Village Green check should be mailed soon – Sally the business manager has been sick • Garage sale is coming – prepare!

Market Day: Better in January than December • we have student helpers • pickup day is running very smoothly • February dates are **Order** 16th and **Pickup** 20th • There is more variety, clearance items, ability to charge purchases • We have almost reached our fear anniversary

Marketing: Newsletter information needs to be to Leslie (via e-mail) by the 18th • Sadie Hawkins dance coming soon – info tba

- Bridget stated that if you want the kids involved, you have to give them something
- Kathy said that last year Sadie’s was in the fall and had low attendance – The Mixer was cancelled – the date kept changing – Dances were cancelled because of: conduct, dress codes, security

Membership/Mailings: 884 pieces were sent for a cost of \$99.96 for the Father/Daughter dance

Merchandising: Cheryl M has a deposit for \$1450 for 400 decals and will give to Mary Kay • Tables will be at Parent / Teacher conferences with a promo of buy one, get one 50% off • \$750 sales at Teacher luncheon • Cheryl asked if she should be at any other events – Valkyries week of Feb-25 – Fina Arts Festival – Freshman Orientation • Decals can take over buttons

Nominations: Starting the process with a couple of responses – this will be challenging • Next year's nominees slate will be presented at the April meeting

- Dave asked who determines the Executive board and who votes for them
- Kathy answered that Cheryl K will pick and the general board will vote
- General board members can be nominated by anyone
- Dave asked if we could have a nomination committee

Dave Cash motioned (activated by-law) to increase the nominating committee to include more than only the Board Vice President

Old Business: •The ideas presented for fundraising went very well as the tally sheets indicated interest in many events. • Lane asked about the scrip card for Alumni • We will run with the top two ideas this year and will look at the balance next year – Please be sure to give your support to Bea and Kathy Z for these upcoming events • Leslie suggested “uniforms” for event volunteers / staff and Bea suggested aprons

New Business: none

Principal's Report: none

Athletic Director's Report: none

Next Board Meeting is scheduled for Monday March 10, 2008 at 6:30 PM in the school library.

Motion to adjourn from Susan, second by Leslie

Meeting adjourned at 8:40

Respectfully submitted,
Jan Burgess