

Final

Metea Valley High School (Mustangs)
Athletic Booster Club – General Membership meeting minutes
December 16, 2009

Attendees: Mike House, Robin Solomon, Jill Doiron, Janine Horne, Brynda Gonzalez, Jill McKay, Anne Meyer, Tom Meyer, Cindy Miller, Pete Roets, Irma Zepeda-Almazada. Guests Cathy Kallas and Maryann Butzke from Elite Edge.

Meeting called to order at 8:15 PM.

November Minutes were recognized and were approved without discussion.

1) Elite Edge Presentation: Mike introduced a merchandise/promotion vendor who had contacted us with interest to talk with the organization regarding their services and items they could provide to our club and the MVHS student body. They provided insight on their quick turn-around, various services and products from apparel and uniforms to small promotional items such as small footballs, lanyards, etc. They indicated that sometimes they receive close outs on merchandise and can offer those to us. They do work for various parochial and public schools in the Naperville/ Aurora area and are located in Aurora. They work with no minimum and can provide artwork and actual workmanship on the various items from tackle-twill and heat letters to jewelry modeling. Because of their flexibility, they can do custom work on small and even larger quantities. For example, we could introduce embroidered socks (minimum is 72 pair), or outer wear for members who joined at different “levels.” Their “wind shirt coat” costs them \$38 with embroidery and was selling for \$100 as a part of the membership promotion. They can also work with name brand items (i.e. Under Armour, Nike, etc.) Golf team was interested in this and should be something we talk about with the bowling team, as they were looking for some kind of “uniform” shirt at a reasonable cost, yet personalized. They can do a 24-hour turn around on many things, such as t-shirts. So if we decide we want a “white out” theme at a game, they could turn around t-shirts for the student body.

Presently they have an over run on black draw string bags for ~\$1 each and for less than an additional 25 cents, they can print something on the bag and this could be a giveaway at a game, etc. Our membership showed interested in boxer shorts and horse heads on sticks. They even have little “black cardboard box” food containers. For concessions, Jill indicated that if we have more of the grade school game set up we could bag a “Meal “in the small box (the boxes are ~.30cents each) and sell it as a package. **NOTE:** There is interest from the exec board in creating a promotion calendar for the end of this year and for next year when we have our first varsity season. Perhaps have a promotion in place for the first varsity game of each major sport, football, basketball, baseball, soccer, swimming, track etc?

2) Update on MVHS facilities: All are on schedule, Mike reported out for Tom that the aux gym is done and should be open when we return from winter break. The auditorium is on schedule should also be available on 2/1.

3) Concessions and merchandise: Sales are going along well in both areas and new apparel/merchandise items will be introduced at the upcoming merchandise sales dates. Youth sizes are in, mugs will be available after 12/18; restock on grey sweatshirts will be available, some new items are under development that may be out in the next couple months.

Merchandise sale dates:

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- 1/6 – Evening during PLAN meeting (need frosh parents to volunteer)
- 1/9 – Start in the morning with basketball games for boys frosh, soph and JV
- 1/21 – Evening for Frosh Orientation (2014 shirt will be available at August Mustang Mania)
- 2/22 – Last evening boys home basketball game (again NVHS)

Concessions

- Will continue to be open during girls and boys home basketball game through the end of the season (end of Feb.)
- Help is needed at the 1 / 23 speech tournament concession will be happening the entire day starting probably at 8 AM through 4PM...More to come on this.

NOTE: Nacho cheese and nachos and pretzels will be introduced in January to the indoor concessions. Donuts will be introduced for the Saturday morning games and events.

Membership indicated they would like to see more offerings at the Saturday mornings games. Robin indicated that we only had 2 games on Saturday mornings so it was not a priority to develop new food items for the morning events this year. It is unusual to have concessions at Saturday morning games that are not tournaments. We will be offering donuts on 1/9 and at the IHSA speech team meet on 1/23. The other consideration for not providing extensive food for the Saturday games is that for each of these games, the frosh and soph boys basketball teams already had joint lunches set up to feed the players and, if interested, the player's parents and families can join in with this lunch offering.

4) Printed MVHS Winter Sports booklet/Schedule- Mike will check on the status of the winter sports schedule book that should be on sale in the concession stand and distributed to the teams. Janine suggests that we create some kind of sports schedule for the students to take home. She suggested a magnet – perhaps for the Spring sports. They could also include important phone numbers for MVHS and website address. And perhaps a hold the date for some upcoming events, (i.e., an April district wide basketball/fundraiser game at MVHS (?) and August Mustang Mania.)

5) Jersey Mikes promotion - coupons were distributed and indicate these are good through 12/22. It was noted that there is a logo issue on the coupons which is not consistent with the interim MVHS Mustang logo specifications. The athletic mustang head should only be our MVHS gold, black, grey, white or shades of gray. **NOTE:** MVHS exec board needs to finalize the specification, share with the school administration and include the trademark on the athletic horse head. At the meeting there was clarification regarding the two approved MVHS horse heads – the academic head taken from the school crest and the athletic head (the one that we will “TM” to protect our image on competitive apparel and merchandise) developed by the MVHS Athletic Boosters/department.

6) Flags for Stadium: Member (Anne Meyer) had asked about the status of the flags. Mike indicated that the request from the boosters has been submitted to the athletic department and school for final review and approval to purchase and affix the flags to the stadium. The plan is to have these flags purchased and installed for Fall 2010 to kick off the first varsity season. The flags for the visitor side to reflect the new "upstate 8" competitors will also be purchased and are targeted for the beginning of the first MVHS varsity season next Fall 2010.

7) MVHS Athletic Booster vision and plan: Member (Tom Meyer) asked to learn about the multiple year plan and vision of the MVHS athletic boosters. The suggestion was noted and is in

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process. **NOTE:** This year our goal is to provide some funds to start the MVHS athletic booster treasury through providing apparel, concession and yard signs. Additional fundraising opportunities like the oil change and Jersey Mikes promotion will come along and be sponsored as needed this year through the club. Other objectives this year included creation and approval of bylaws, standing rules, organizational structure/positions, web presence, procedures, tax exempt status, and overall coordination with the school administration, athletic department and other parent organizations. We will be working on the second half of this year to create a work plan, refine objectives, events and activities to support a Metea Valley Athletic Boosters mission statement.

The next Athletic Boosters general membership monthly meeting will be on January 27, 2010 at 8PM in the Metea Commons.

Meeting was adjourned at 9:15 pm

Respectfully submitted,

Robin Solomon
Metea Valley Athletic Booster Secretary