



**All Sports Booster Club, Inc.
The Clocker Club Meeting Minutes
July 18, 2018, 7:00 p.m.**

Attendees:

Regina Norfolk – President
Leslie Marci - Vice President
Heather Keaveny – Treasurer
Davida Dinerman – Secretary
Jen Weiss – Parent Liaison
Cheri Boulanger – Board Member
Jen Simpson – Board Member

The meeting was called to order at 7:00 p.m.

Stephen Marks, Ashland's new Athletic Director, came by at the start of the meeting for introductions.

Middle School Athletic Room

Although Pete Zacchilli was not able to attend the meeting, the committee learned that he wants to get the project started this fall. He asked the Clocker Club for a commitment to get admin on board to get the facility cleaned out and to get the deconstruction approved.

The estimated cost is \$5,632.06. The Clocker Club will offer this funding.

Laborers would come in first for the deconstruction of the back closet room. He would need funds for that work, starting with the flooring. Pete anticipates he could start sometime in the winter with all the cosmetic parts. Fitness equipment would go in before the spring season and the facility would be ready for spring sports. He will ask teams that will be using the room to provide their own unique wall graphics. The only additional funding resources would be through grants that he will be writing to provide the technology within the room (e.g., projector, smart board, sound system)

Concessions – Indoor/Outdoor

Regina will head football concessions and handle supplies. She is also working to get permits and inspection with the Board of Health, and get an electrical issue resolved in the concession stand.

First football game is on September 7. There are 5 home games. Homecoming is Oct. 12 at Ashland.

Supplies

- Hot dogs
 - Use crock pot
- Pretzels
- Cookies / cookie bags
 - Idea to have Clocker Club Cookie bags
 - Bake majority at home and bring in
- Popcorn

New machine and popcorn
Candy Sour patch kids and skittles, gummies, ring pops, Twizzlers
Drinks Water, blue Gatorade, Coke, Diet Coke, Sprite, coffee/hot chocolate (seasonal)

Price signs
Leslie will write and laminate.

Set up Sign-up Genius for fall concessions
For football, volleyball
Add that students can volunteer for indoor concessions – volunteer hours
Action item: Heather will research if we should sell from the store at football games

Leslie offered idea of a Junior Clocker Club to get students involved in town sports. This might fit well with the AD's new intern program.

Action item: Regina will talk with Stephen Marks about this idea.

Campus Store

Sell old inventory at deep discount at Ashland Day, September 15.

Cheri is selecting newer clothing, styles and colors.

Approved \$4K budget to fund the Clocker Store and distribute products to different events, like Ashland Day

Cheri will purchase from two places: Tri Valley Sports and Embroidery Unlimited.

Tri Valley:

Pompom hats
Golf umbrellas
Socks
Bleacher seats
3/4 zip long sleeve shirt
Sweatpants with pockets and "A" on pocket for bigger kids/Ashland down leg for smaller
PJ bottoms
Crewneck sweatshirts

Embroidery Unlimited:

Pop sockets
Drawstring bags
Running hats-grey and white
Kid T-shirts-Royal, Lt steel and pale pink
Hi dri t's-Royal camo and heather royal
Men and women's T-shirts
Hockey style sweatshirts (hoodies) in royal, white and charcoal

these and regular hoodies

Cheri will talk with both places for a jacket option that sells well. She will get some quotes back over the next couple of weeks.

Clocker Store will be open during the school day on Wednesdays and Fridays from noon – 1:30 p.m., and during volleyball games in the fall and basketball games in the winter.

Going to schools and selling directly to teachers was successful. The Clocker Store will also have two Saturday sales in December

We will use Square in the store for online purchasing.

Sales also during: Homecoming (Oct 12), Powderpuff game (Nov. 20), and Thanksgiving game

Ashland Day – September 15; Membership and Merch sale

9 am- 2 pm. Set up any time after 7 a.m.

We have a tent

3, 6-foot tables

For booth

Hangers on the tent

Bins

Wagon

No kissing dogs

Shift sign ups in September

Parent liaison

We need to contact every coach by email now.

Each team needs a parent liaison.

AD's coach meeting the week of August 20. Jen will attend or someone in her place if she is unable to.

Make clear how coaches should use the Clocker Club

Importance of membership and information sharing

Information to share with people about Clocker Club:

Who we are?

What we do?

That it is important to rejoin every year

Here is the online link to membership - <https://squareup.com/store/clockerstore>

Action item: Regina will contact Marcy Arms about updating the membership form and wording for online sign up.

After some discussion, the committee decided to forgo an incentive.

Column in the Ashland Town Pages

Action item: Davida will look into the deadlines and ask about getting a steady column for Clocker Club. Will draft the article.

August 21 Concession Stand

Sgt. Berman is running a training for 400 school bus drivers around the state, and he asked us to open internal concessions from 8 a.m. – noon.

We will get there at 7 a.m. to open and prep.

Bagels, coffee, muffins

UpperKuts Gym Proposal, AJ Thomas

Heather and Regina received an email from Nadine Nesbitt of WAITT (We're All In This Together)

** Do want to raise more money? AJ would love to work with you and offer clinics or trial group sessions - the tuition will be donated back to your organization. This is a win - win! You get healthier, AJ gets to meet you and your organization gets a bigger donation!*

** Are you or any of your friends interested in a board position? AJ is starting a non-profit called "Fighting Life." It is a program for at risk kids. If you are interested in supporting this cause in any way - please let AJ know.*

** UpperKuts invites you to try one week free. Just mention The Clockers and you're good to go!*

** I attached his August calendar and if you could share it that would be great - he has been in business for a little over a year and he could use some more exposure!*

Clocker Club beneficiary of his donations through August. He is trying to gain awareness of his gym and have teams/people cross train at his gym.

Action item: Heather will post a shout out on Facebook and Twitter.

Action item: Davida will send out a Clocker Club meeting schedule to the committee this week.

Heather

Heather distributed financial statements prior to the meeting.

She noted that \$5,500 was allocated to the AD that did not get spent.

Matt Messer asked for TVL champ shirts for the team. We spent only \$375 for 25 members of the team

The meeting was adjourned at 9:15 p.m.

Respectfully submitted by Davida Dinerman, club secretary