



All Sports Booster Club, Inc.
The Clocker Club MINUTES
September 6, 2017

Attendees:

Lisa Massauro - President
Heather Keaveny – Treasurer
Regina Norfolk – Parent Liaison Coordinator
Leslie Marci – Secretary
Vee Dag- Campus Store

Merle Cunis – guest
Ann Burman

Meeting called to order at 7:05 pm

Meeting Dates

The Library at the High School has been booked for meetings for the 2017-18 school year. The meetings will start at 7:00 and will be on the following dates: Nov 1, Dec 6, Jan 3, Feb 7, Mar 7, April 4, and May 2

Minutes

The August minutes were reviewed and approved. Heather voted to approve the minutes and Lisa seconded the motion.

Treasurer's Report

The Clocker Club reimbursed the money paid to stock the concessions stand and paid for a popcorn machine. We also paid the inspection fee for concessions at the AHS.

There were no uniform requests. The Athletic Director spent \$11,100 last year. No sub accounts increased over the summer, some funds are now coming in from summer sports clinics. Lorraine motioned to approve the budget, Leslie seconded the motion.

Heather will update the signers for our bank account. Kevin McGuire will be removed from the signature list, Lisa and Lorraine will now be able to sign on the account.

Ashland Half Marathon

Merle Cunis, the business manager for the Ashland Sporting Association approached the Clocker Club to see if we would be interested in sponsoring the spring Ashland race. All of the races have a partnership, the October race is partnered with the YMCA. The ASA wants to partner with the Clocker Club for the spring race – the race in May/June which is a half marathon and a 5K. They would publicize us as a sponsor of the race. The high school kids and parents would get the sponsorships, all of the sponsorship money would go to the Clocker Club. Our name would appear on everything race related, the actual sponsors would also get recognition.

We elected to hold off on making a decision until we discussed it more at the next meeting.

Action item: vote on a partnership for this race

Concessions

If we were to run a concessions stand after school, we would need an adult to run the stand. There are two high school students that would like to volunteer, and get community service hours through Mrs. Shields. Will find out if Lorraine was able to change the access code on the store.

Concessions earned \$140 at the scrimmage. Clothing earned \$150 at the scrimmage.

Parent Liaison

We worked on defining the responsibilities of the parent liaisons.

- Parent liaison will send out our membership forms
- The will organize fundraisers for the team to add money to their budgets
- Coordinate parents to work at concessions to get money for their teams
- Will be an open line of communication

We will ask the parent liaisons to come to a meeting

- Fall sport liaisons would come to the October meeting, winter liaisons would come to the December meeting, and spring liaisons would come to the March meeting.

Online Store

The online store will be open to the public soon.

Ashland Day

We are scheduled to participate at Ashland Day from 9-4. We will set up at 7:30 am, and will have apparel set up under the tent.

Fundraising

It was confirmed that Jodi Holman will not be organizing the pancake breakfast. We need to find a replacement for her. This year we will need a lead cook, and a lead to run the event. We will consider asking Steve Ulyss, Fran Blake or Doug Fifield.

Prizes for the raffle would include Sports waivers, and \$500 in prizes. Last year we earned \$4000 plus \$1500 in placemats. We will consider asking the parent liaisons to get 1 ad each for the placemats at \$75-\$100 per ad.

Action item: get a lead to run the pancake breakfast

Membership Flyer

Leslie will work on a membership flyer with Marcy and have it out in time for Ashland Day. The team liaisons will forward the flyer out to the teams.

We decided membership would be \$15, of which \$5 would be a donation to a team of your choice. Membership would also include 10% off a purchase in the Clocker Club store. We will obtain email addresses through membership and store them at a marketing website once we find one.

Powderpuff Football Game

The powderpuff football game will be the Thursday before Thanksgiving. The Clocker Club will organize the event including publicity, selling tickets and shirts. The game is traditionally senior girls vs junior girls.

Publicity

Articles for the Directions need to be submitted by the 15th of each month. This month we will have a link to our website, and a recap about the Smooch a Pooch booth in our article. Next month we will write about the Powderpuff Football game.

We will continue to work on building our database. Leslie will look into MailChimp for email marketing, and Heather will also check Square for marketing capabilities.

We will utilize Signup Genius for the Powderpuff game, for Clocker Idol, for Bingo night in April and for the Color Run on April 29th.

The meeting adjourned at 9:10