

**Date: 12/06/06**

**Attendance**

Pete Schauer  
Barb Druke  
Ken Bates  
Donna Fiedler  
Vivian McKeon

Shelli Corbin  
PJ Olzen  
Nancy Skie  
Barbara Hancock  
Laura Korinek

Vince Tunzi

Meeting called to order at 7:10pm

Minutes from November meeting approved; Pete motioned-Viv second

**Athletic Director Report**

- Athletics 2000 Website – advertising-The more ads they sell the better for us- eventually the website will be free for us and we would get a rebate. Viv concerned about conflicts with game day ads with local merchants-Pete says the deal was signed as a conference, can't change it.
- Krupke t-shirt sales-same deal as cross country t-shirts, Pete provides the shirts, booster club provides manpower to sell the shirts
- West campus main gym banner update-passed out example, should be ready first of the year
- Online registration – earlier target date
- Upcoming events:

**DECEMBER**

THURS.	12/7/06	GBBALL (S/V) VS. ELGIN	LP-EAST	5:45PM
FRI.	12/8/06	BBBALL (S/V) VS. ELGIN	LP-WEST	6:00PM
SAT.	12/9/06	FROSH WRESTLING INVITE	LP-EAST	9:00AM
THURS.	12/14/06	BBBALL (S/V) VS. STCN	LP-WEST	5:45PM
WED	12/20/06	LP FROSH BBALL INVITE	LP-WEST	5:00PM
THURS.	12/21/06	LP FROSH BBALL INVITE	LP-WEST	5:00PM
FRI.	12/22/06	LP FROSH BBALL INVITE	LP-WEST	5:00PM
SAT.	12/23/06	GBBALL VARSITY INVITE	LP-WEST	NOON
FRI.	12/15/06	GBBALL (S/V) VS. STCN	LP-EAST	6:00PM
SAT.	12/16/06	KRUPKE CLASSIC	LP-WEST	9:00AM

**JANUARY**

FRI.	1/5/07	WRESTLING VS. S. ELGIN	LP-EAST	6:00AM
SAT.	1/6/07	TDI COMPETITION	LP-WEST	8:00AM
SAT.	1/6/07	GYMNASTICS INVITE	LP-EAST	3:00PM

AD OUT OF OFFICE UNTIL THURS. 12/14/06.

**President's Report**

- Raffle-Vince would like to propose to Joe Keane-would he donate the car for future advertising?
- Don't know how Lancettes did with ticket sales yet-Cheerleading declined to sell the tickets

- Proposal to have a telemarketing firm sell the tickets? Vince will check it out and see how much it will cost
- Donna proposes extend drawing date-the exact date to be tabled until Donna and Vince meet with Joe Keane
- Motion to extend the drawing date-Vince, Laura second
- Barb H suggests asking Pat Buchenot if activities can sell tickets-market day too?

### **Financial Report**

- \$900.00 from girls volleyball, \$530.00 from girls basketball tournament
- Drop off in credit card orders: \$2,000.00 in October, \$400.00 in November
- \$1200.00 in spiritwear sold at craft fair
- Expenses:
- Paid bills from football-spiritwear
- Running start payouts sent out-\$3,000.00 to athletics/\$600.00 to activities
- Motion to approve financial report by Barb H- Vince second

### **Vice President**

- \$3,000 in raffle sales
- Finalized layout for By-laws on the website
- Winter scheduling is done-a few issues
- Pete will email all coaches about participation in concession stands
- Reschedule of December 2nd events to Dec 16 (basketball) and Jan 25 (wrestling)
- January 6 competition-boosters provide drinks and snacks-doors open at 8am
- Awards start at 4:45pm

### **Marketing Report**

#### **Website Shopping Cart Additions**

- During November, We added 14 new items to the Booster Website. To accommodate the new types of items we added 4 new categories:
  1. Children's
  2. Women's
  3. Jewelry
  4. Gift Certificates
- With the addition of these new categories, we re-ordered the Shopping Cart Category list so it is now alphabetical since it now contains 18 unique categories.

#### **Category - Children's (5 items)**

1. #120 Pink Future Lancer infant bibs - \$6 Item
2. #121 Blue Future Lancer infant bibs - \$6 Item
3. #122 - Infant Future Lancer white cotton onesies - \$8

4. #123 Grey children's sweatshirt with blue Lake Park letters - \$10
5. #124 Grey children's sweatpants with blue Lake Park down the left leg - \$11

### **Category – Shirts (1 item)**

1. # 8A Women's blue ¾ sleeve v-neck Lake Park top - \$15

### **Category - Women's (2 items)**

1. #50A Women's Capri pants with white stripe on the leg and Lake Park on the butt - \$15
2. #53 Women's blue yoga style pants with white Lake Park on the left leg - \$20

### **Category - Jewelry (4 items)**

1. #125 - LP charm - \$5
2. #126 - LP phone charms - \$5
3. #127 - LP necklace with 20" silver chain - \$8
4. #128 - LP hook earrings - \$7

### **Category - Gift Certificates (2 items)**

1. GC25 - 25 Dollar Booster Gift Certificate
2. GC50 - 50 Dollar Booster Gift Certificate

To add these new items new photography had to be taken, edited, and placed on the Shopping Cart pages for each item. A graphic of the gift certificates were used for those 2 items.

### **Sponsorship Page**

- No new members were added to the Sponsorship section, but we will be adding AT&T shortly - I expect.
- Everything is current as far as I know.

### **Daily Herald Raffle Advertising Expenses**

- No new ads were run in the Daily Herald for the Mustang Raffle. However, we do have 2 bills to reimburse, as the Herald wanted the items charged the same day they were placed. Total charges for the 6 - 3" x 4" ads with accompanying ad dates were:
  - 9/22/06 - \$87.00
  - 9/27/06 - \$87.00
  - 9/29/06 - \$87.00
  - 10/1/06 - \$87.00
  - 10/5/06 - \$87.00
  - 10/6/06 - \$87.00

- Total amount to reimburse = \$522.00

### **News Announcements**

- Put up news articles about the Girls Cross Country team's efforts at the OHSA State tournament.
- Put up news articles about the new Booster Items For the Holidays - Check the Shopping Cart.
- Put up news articles about the Lake Park Girl Swimmers Heading to the State Meet.

### **Misc - Examined the Booster Site Statistics and Order Records for November**

Orders - Total from November 1 to end of November 30 w/o raffle orders or corporate membership orders.

- 17 orders
  - 2 raffle orders - \$150.00
  - 8 Letter jacke7 reservations - \$68.90
  - 7 Merchandise orders - \$327.06
- Total - \$545.96

### **Traffic - Totals from November 1 to end of November 30**

- Visits - 2,759
- Page Views - 6,081

### **Concessions**

- Move pizza tower from outside to inside
- 20 cases of water missing-did somebody move them?
- Everything running smooth-using Pepsi stock from football
- No chicken indoors-doesn't sell
- Where is the popcorn machine from west? Borrowed for craft show
- Sell Krupke t-shirts at separate table
- Raffle tickets and t-shirt table

### **Spiritwear**

- Laura meeting with new vendor for school jackets-10 dollars cheaper
- Donna wants to be sure quality is the same
- Parents asking for basketball spiritwear at the games-we don't have any

### **School Store**

- Bookstore/spiritwear profits for November were \$810.00 at esat and \$180.00 at west. There was 1 donation of spiritwear to staff for a \$20.00 pair of flannel pants.

- Spiritwear profit from the craft fair was \$1227.00 as compared to #3092.00 in last year.
- Seventeen online spiritwear orders for November totaled \$439.25. Ten orders included or were solely jacket reservations. Shipping through the post office was worked well and is much cheaper.
- Suggested spiritwear items include short sleeve polo shirts, shirts with collars, grey hoodies, women's fleece fitted vests, and boy's shorts.
- Several Lancer Bucks donated to the Social Service Department were redeemed this past month. I did receive an e-mail from Nancy Gillies in this department who stated that she has distributed some of the Lancer Bucks to counselors and the social worker at West Campus. Sometimes it is difficult to assess the need of which students may benefit from their use. She hopes that we will see more come through in December. The denominations vary from \$5 to \$25.
- I still have one Booster member who is waiting for a windshirf as part of the \$500 package since September.
- There is one outstanding bill still from 9/5/06 from Mike Wojtowicz for \$102. Third request was sent this week.
- New spiritwear items and jewelry were added to website this month. Thank you Mike!!!
- Laura and I plan to change the spiritwear display case at east and add website signs in January.

### **Membership**

3 new members, still working on directory

### **Sponsorship**

Met with committee; wing stop banner done

### **New Business**

- Registration website will be up and available earlier than in the past years.
- Pete wants to protect his ability to sell athletic passes on the registration website—trying to prevent a sports participation fee. The goal was to defray cost of paying employees to work events with the gate and family pass revenue.
- How do we communicate that there is a difference between booster membership and family athletic pass?
- Vince asks if the Booster Club can host a girls softball tournament next summer in June or July. Would be held on a weekend from 8-6pm. Volunteers to maintain fields.
- Pete asks who is earning the money? Boosters would earn all the money from event. Have to have info on website by January 15.

**Meeting Adjourned 9:31**

**Next Meeting January 3, 2007**