

**Pirate Booster Club Board FINAL Meeting Minutes  
November 11, 2014**

**In Attendance:**

Jean Choi	Jenn McCloskey
Chris Daly	Patti Rasor
Alissa DePue	Donna Schneberger
Suzanne Dowd	Joan Scovic
Linda Gump	Gary Steiger
John Helminski	Julie Towers
Teja Kics	Matt Trembley
Ann Lawrence	Barbara Weiss
	Steff Woell

Alissa called the meeting to order at 7:00 p.m.

**1. General**

- a. October agenda reviewed, Steff made a motion to accept the agenda and it was seconded by Jenn and approved.
- b. October Draft Meeting Minutes reviewed and approved by PHS Booster Committee. Motion to approve by Jenn and second by Steff. Motion was passed.
- c. All booster artwork, ads, posts, forms, flyers, announcements, etc. must be submitted to Alissa for proofing and approval prior to any printing, posting, distribution, etc.
- d. Alissa gave a word of gratitude to PHS Boosters for all the hard work done so far this school year.
- e. PHS Boosters December meeting will be held on December 9<sup>th</sup> at The Tap House Grill in downtown Palatine. Appetizers are free, beverages are at your expense. There will be a brief meeting, followed by fellowship. Bring a friend.
- f. Please consider purchasing your holiday gifts or dinner auction contributions using Fundinco and Amazon, and encourage your family and friends to do the same.
- g. The October Survey Results were reviewed. Communication, meeting control, getting volunteers and meetings are going very well. Areas of improvement is having booster's calendar of events that includes key events and dates for the year updated and be mindful of deadlines.
- h. Linda will provide a description of each committee chair and it will be updated and posted so Booster members and others can read the descriptions and have a better idea of what it's duties include.
- i. PHS Pirate Boosters Wine Tasting Event will be held on Wednesday, November 19, from 6-8 PM. It will be at D'Vine Wine located at 243 E. Northwest Highway in Palatine. \$20 per person. \$15 back to boosters and we receive a percentage of what is purchased. Don't forget to buy some wine at this event for the dinner auction. We will receive a 10% discount on purchases.
- j. Craft fair ran very smoothly and a big thank you to Jean and Sajeena. All the volunteers work very hard and the band raising funds for jazz band stand had met their goal. The date for next year's craft fair will be held on November 7<sup>th</sup>.

## 2. **Financial**

- The 2014-2015 PHS Booster Club Treasurer Report and Fiscal 2014-2015 vs Fiscal 2013-2014 report distributed. Membership is down and school store and concessions are up. The October financial reports are for audit.
- The cash box procedures were distributed at this meeting. A cash back form will be created. This topic will be tabled for next month.

## 3. **My Rockin Role Descriptions:**

### **Concessions – My Rockin Role – Matt Trembley**

The Concession committee organizes the concessions at many Palatine High School events. A lot of good food and snacks are sold and a lot of grilling is done. Most events are parent volunteers which he gives a big thank you to. Concessions is a very busy committee with many hours before the event even starts.

YTD concession earnings through Saturday November 8<sup>th</sup> - \$7,891.28

YTD prior year - \$4,628.91

Difference of \$3,262.37

Assuming we finish the school year with the same results for remaining events as last year we should finish the year earning approximately \$13,500.00

Last year we finished with \$8900.00.

### **Craft Fair - My Rockin Role – Jean Choi and Sajeena Jayaprakash.**

#### **Vendors**

- communication goes out to vendors as soon as we know the date of the craft fair
- being soliciting for applications in late July
- generally first come first serve. We try to limit the corporate based vendors to one
- given the opportunity to rent tables and pay for electricity, chairs are free
- early bird rate of \$65/table
- many repeat vendors

#### **Volunteers/ helpers**

- senior life volunteers help with this event. This past year had 27 senior life volunteers.
- They help post flyers around palatine, Arlington heights, deer park
- they come in Friday night to provide manpower for set up of tables, etc.
- they come all day Saturday to help wherever help is needed
- also had about 20 adult volunteers who helped with putting up signs, setup on Friday night, and all around help on Saturday
- Cindy Rogers and Mike Alther who help with all the school related work requests
- Maintenance staff who ensure all doors are unlocked, chairs and tables are provided, general help all over the building

## **Craft Fair - My Rockin Role (continued)**

### **Raffles and door entry**

- there are multiple raffles and door entry opportunities at the craft fair
- vendor raffle: vendors can enter their names for a drawing for a free table at next years craft fair
- raffle: patrons buy tickets for raffles to win prizes of goods donated by vendors. All vendors are required to donate an item of at least \$15 value for patrons to purchase tickets for raffle. Drawing is at the end of the day.
- door entry prize: every patron receives a door entry card when they arrive. The goal is to get every letter from the word CRAFTS punched by finding tables with the associated letter. When the card is all punched they can hand it in for a drawing for two \$25 gift cards. We also use these cards to gather email addresses for future email on craft fair.

### **Publicity**

- local ads and event programs
- lawn signs all over palatine
- banners displayed outside football stadium
- flyers around palatine and surrounding cities
- Facebook ads that target local crafters
- daily herald and other local newspapers
- D211 blog

### **Day of**

- runners (student organization usually trying to raise money) before and after
- bake sale
- concessions
- school store
- greeting vendors and fixing issues

## **Membership – My Rockin Role – Jean Choi, Suzanne Dowd and Darcy Killigrew**

- The Membership Committee is a three-person Booster committee. Current chairpersons include Jean Choi, Darcy Killigrew and myself. Darcy and I have participated on the committee for two years, and Jean is in her first year.
- While much of our efforts are visible in the early months of the school year, we are a committee that works year round. We begin preparing for the next school year in May. At that time, we are finalizing the package components and designs of the membership passes and materials. Once final, all forms are sent to PHS and D211 in early June for inclusion in the student registration packet. Over the summer, we also work with our website chairperson to ensure the site is updated with current information and rates, and is ready for online signups via Paypal. Once the printed materials are in hand in late July/early August, we begin preparing envelopes for pickup/distribution at the Red & White game. In August, we personalize the envelopes with member data we receive from the District, Booster website, walk-ins, and mail-ins.
- While our target members(s) are parents, guardians, as well as grandparents of our current student population, we also solicit staff members by offering a reduced membership rate and discount at the school store throughout the school year.

### **Membership – My Rockin Role (continued)**

- This year, based on member feedback last season, we manned the Booster Booth at the sophomore home football games in addition to varsity home games. Traditionally, we are present at the booth through Homecoming, where we not only hand out member materials, we also accept walk ups, answer questions, and take in completed volunteer forms. We're also happy to distribute other committee materials, when time and manpower allows, and have even sold fall sports programs.
- In September, we were present during lunch hours at Parent Orientation (Open House). This was a great opportunity to distribute materials. Hopefully, our childrens' schedules will allow that flexibility again. We have also staffed the booth at (and will again) Freshmen Athletic and Activity night in April to introduce incoming families to Boosters.
- Throughout the year, we answer questions and concerns that we receive through the membership email account and/or the PHS front office.

### **Membership Considerations for next year**

- Determine if we need to change our package offerings now that students are let in D211 athletic events for free with their ID.
- Work with the District to make our membership offerings clearer to individuals when registering their student(s) online. What we thought would appear onscreen, either did not or was not easily accessible. We heard from members that they mistakenly chose the wrong package or didn't register at all due to lack of descriptions. Luckily, they later visited us at the booth.
- Consider offering a Jolly Roger item again. We did receive some inquires and feedback that the package was missed. We were hopeful that the Sea Dog level of membership would see an increase to absorb the "lost" JR members, however the actual increase did not equate to the average number of JR packages over the last couple years.
- Attempt to communicate with Alumni reunion groups that are attending Homecoming. A mass solicitation of PHS Alumni was done in 2013 with very, very little success, but perhaps by targeting groups that plan to be in attendance at the Homecoming game, we'll catch them at a time they're nostalgic and more willing to support us.

### **School Store –My Rockin Role –Jenn McCloskey, Lora Schallmoser & Stephanie Woell**

- The school Store is a committee that never stops. Open 365 days of the year.
- Jenn organizes the online store and Steff organizes the store with Lora assisting wherever and in training to take over.
- School store is located in the high school (volunteers needed), online, games, etc.
- Solicit the business classes to do the books and inventory.
- Approximately 30,000-35,000 spent every year and always trying to reduce. There is a 30% mark up over our cost. Very close to the break even point.
- Craft fair: \$2,495 which was over our \$2,200 budget. Open house was also over our \$2,200 budget.
- Working on not ordering more items. Over the last three years, trying to perfect our inventory.
- The biggest selling items are the \$35 hoodies and \$15 tshirts.
- This year the store added iPad covers, ornaments, stylus pens.

### **Ways and Means – My Rockin Role – Donna Schneberger**

Raise money through fundraising. Wendys (15%), Pizza Bella (10%). Amazon is a great fundraiser and encourage to promote this to family and friends. Cartridge World about \$50 year. Also use Whole Foods in Deer Park by earning a percentage from the Bridgeport coffee. Graduation signs are \$5 a sign and PHS charges \$10 a sign. We order 150 signs.

Work starts in August for setting up all the Dine & Share dates.

### **Principal Report – Gary Steiger**

The fall school season has been great. An assembly was held for the girls cross country who came in 2<sup>nd</sup> in state. An assembly was held for the veterans this month. Gary Steiger's door is always open if you have any questions.

#### **4. New Business**

- **Ford Drive One for Your School Event** – seeking volunteer committee members for this event. Event will take place during the may 2<sup>nd</sup> Palatine Relays. More information will be provided during our January meeting.
- When proofreading fall brochure, just proofread the boosters portion. POMS, flags, cheer and band is in the program.

#### **5. Old Business**

- Freshman gift ideas for 2015-2016. Seeking gift ideas for incoming freshman on an item they would like to receive such as Stylus, water bottles, drawstring bags, extra batteries, etc. A committee of Alissa DePue, Steff Woell, Teja Kics and Jim Mockus was formed for them to evaluate the cost of each of these items and come back with a presentation. Booster store gift card was another suggestion. Another idea brought up is not to provide a gift and use the gift money toward the slush fund.
- Rally towels were purchased and distributed to students at the playoff game in Huntley.
- November 3<sup>rd</sup> was the Superintendent's Parent Council Meeting and the report was submitted with the committee reports. If you have anything you'd like us to address during future meetings, please bring them to the attention of Jean Choi, Joan Scovic or Alissa DePue.

### **PHS Pirate Booster Meeting Schedule: (7:00 p.m. in Principal's Conference Room)**

December 9, 2014 (Tap House Grill)	March 10, 2015
January 13, 2015	April 7, 2015
February 10, 2015	May 12, 2015
	June 9, 2015

Alissa adjourned the meeting at 8:25 p.m.

Chris Daly  
PHS Booster Secretary