



Heritage Athletic Booster Club

Meeting Minutes

July 5, 2018

Meeting Called to order at 7:30pm

In Attendance:

Allyson Daily
Jill Gotimer

JJ Totaro
Naz Burlbaugh

Nick Siano
Mariann Boyd

Ana Keefe

Treasurer's Report (Ana Keefe): \$47,906.08

AD Report (JJ Totaro): Introduced our new Asst. AD, Nick Siano.

- Purchase Windscreen to upgrade the look of Heritage with the new turf and marquee
- Ticket takers will be paid personnel by HHS. We will no longer need to volunteer to fill these positions.
- Moving forward with Technology
 - The use of Square or PayPal for Concessions
 - Hot spot from Verizon
 - TVs for the outdoor concession. Estimated cost \$1,000
- Coaching Changes
 - No coaches for Boys Soccer and JV Girls Soccer
 - No coaches for Boys and Girls Tennis
 - Varsity Volleyball – Collazo the new head coach.
 - Cheer – looking for one asst. coach
- Ryan Rogers request a donation from Heritage HS and other LCPS HS a donation of \$1,000 to start the Athletic Program at the new Independence HS in Ashburn (Brambleton). Motion to approve by Allyson, Ana 2nd, Approved.
- Opening Day – August 31st
 - Invite the CLYFL teams to the game. Kids to wear Jerseys and be a part of the activities prior to the game.
 - Challenge coins. Ron Petrella, Ryan Rogers, and Wes Driskill to be a part of it and receive one as a keepsake.
 - Color guard
 - New tunnel
- HHS Athletics/Teams involvement in the community
 - Games - Middle School, Elementary School night, Military and Law Enforcement night.

Coaches Request: New uniforms for Cheer. Cost ≈ \$6,000. Motion to approve by Allyson, Jill 2nd, Approved. Cheer's next uniform schedule is in 4 years.

Advertising (reported by JJ):

- Program Change. All agreed to keep the inside of the programs the same, with a weekly insert of the Opponent's roster. The cover will change weekly. This will help reduce the turnaround time for the programs for us to receive them promptly.
- Discount Cards are in progress. Kristin and Naz stop by old and new businesses to get them sign up.
- Fundraising
 - New incentives for the Fall, Winter and Spring sports to sell the Booster Fundraiser for their season. Competition amongst the teams. Top two teams and top two players with the most sales will receive some sort of reward (monetarily or merchandise).
 - Discount Cards (Fall Sports)
 - Globe Trotter Fundraiser Tickets (Winter Sports)
 - Krispy Kreme Donuts (Spring Sports)
 - Option for parents/players to Opt. out in Fundraising

Membership:

- We received 12 new Lifetime Memberships from the rising 9th graders at the end of the school year. 10 bought the Freshman Deal.
- Incentives to get new Lifetime Memberships
 - T-Shirts to new members.
 - Booster member night. Entrance is free to a game if they wear their Booster member shirt.
 - Bracelets to members. Free popcorn to members who wears their bracelets.
- Raise the Lifetime Membership fee to cover the t-shirts expense.

Concessions:

- Mariann is meeting with Mike to go over the Concession
- Accepting credit card payments by using PayPal or Square
- TVs set up in Concessions that will display the current day's food and prices. Updates can be made in Google Drive prior to the Opening shifts.
- Concession Volunteers
 - Track Volunteers using Google Docs. Concessions will have access to a computer or a tablet to sign in at the start of their shift.
 - Reevaluate teams' payout for volunteer participation. Funds are awarded by percentage, instead of the 100% participation.
 - Allow other teams to work if the team responsible cannot fill their shifts. Teams who work other team's shifts will be awarded \$5 per volunteer/per game.
 - Using Remind App to remind volunteers of their shift schedule
- Food Vendors:
 - Rescue, Kona Ice and Cupcake Therapy are returning next year.
 - Mariann will seek other Vendors to come out for HHS events and games.

New Business:

- Budget set for the 2018-2019 school year. Motion to approve by Naz, Ana 2nd , Approved.
- Switch banks from Middleburg Bank to BB&T bank.

Upcoming Events:

- July 26th (4:15pm) – Coaches meeting
- August 6th (6:00pm) – Parent Liaison meeting
(7:00pm) – Coaches/Parent meeting
- August 15th (7:00pm) – Athletic Booster Meeting
- August 20th (4:00pm – 5:30pm) – Freshman Orientation
(5:30pm – 7:00pm) – Heritage Open House
- Aug. 31st – First home game on the new turf

Next meeting Wednesday, August 15th – 7pm in Library

Meeting adjourned at 10:05pm.

Submitted by Naz Burlbaugh