

MINUTES

PHHS Cheer Booster Board Meeting

Date | time June 22, 2020 | 6:30pm *Meeting called to order by* Jen

In Attendance

Jen – President	Jaime	J. Murphy
Kristin – Vice President	Jeannette	Melissa
Alysia – Treasurer	Dawn	Nella
Michelle – Member At Large	Coleen	Ruby
Jessica – Secretary	April	Alyna
Terri – Cheer Advisor	Elizabeth	

I. Introduction of Current and new Board Members

The Boosters Board Members were introduced. Jen as President, Kristin as Vice President, Alysia as Treasurer, Michelle as the Member at Large, and Jessica as the new Secretary. All board members are in attendance.

II. Accounting Balance – Alysia (Treasurer)

a. Balance/update from 2019-2020 Season

Expense Report: **Expense Report attached.**

Income:

Some notes on last year's fundraising efforts. Snap raise did extremely well. See's Candy did a little less than projected. Spaghetti dinner did great. Beads turned out to be an amazing fundraiser.

Expenses:

CIF Fee (CIF competition) was a new expense last year. Purchased a year end video. Banquet was a \$2,000 deposit which the Bali Hai has refunded in full to us.

Recap of total fundraising effort: Last year we raised just over \$36,000 dollars, whereas the previous four years was under \$30,000 in fundraising.

Discussion of ASB fund: Cheer is a club at PH and as such, there is an ASB account in which the girls raise money independent of the booster's efforts and decided how to best utilize those funds. Last year the girls used that money to buy the class shirts for homecoming. This fund cannot pay for coaches' fees, choreographer. The scope of what the funds can be used for is limited and must be raised and spent by the girls solely. The Boosters made a monetary donation to this ASB Account last year to help cover the cost of the shirts. Current balance is \$595.54, which they can use towards t-shirts this year. If they opt to use that money towards class t-shirts, the board may choose to make another donation to that account. If girls sell beads during the school day (Before/After School, During Lunch) those funds would need to go into the ASB account since the girls would be selling independently from the Boosters. Also, whatever the girls sell at school cannot conflict with what is sold in the ASB store. Before school starts on pep rally days, outside of football/basketball games, have the girls set up face painting stations. Charge a couple dollars apiece for face-painting. ASB Funds can be used for the banquet, t-shirts.

b. Review of Budget 2020-2021 Season

Starting the season with just over \$8,000 dollars. Improved from previous year of \$2,400 in roll-over. Rollover is super important for the start of every season. There are things that we need to start paying for immediately before the fundraising kicks in, such as coaches' fees, camp deposits. The goal is usually to have about \$5,000 in rollover. While this year is starting off strong, with the challenges of the pandemic we are going to need to be creative this year in our fundraising efforts.

Donations apart from Snapraise are already coming in from people.

Last year because Snapraise did so well we did pay for the camp bus. There was a discussion about whether that will be an option this year. Girls may have to carpool. We may have to ask families to pitch in for the cost. Terri pushed that 100% yes we figure out how to pay for the bus because it's such a valuable use of our money and resources and explained the why she felt the bus is a good idea: The bus is a great experience for the girls, starts off the camp experience, everyone arrives together.

Senior Night: 10 girls on the team this year. Budget about \$100 per girl.

New Equipment: Last year we had donations for the signs and pink poms, so we did not have to purchase anything. May not be the case this year.

Banquet: We try to fundraise enough to be able to pay for all the girls to go. We may need to revisit that this year. May need to ask the girls to contribute a little towards their tickets. Last event of the year. This is a large expense so there is movement here on the budget. Encourage families that the more we fundraise throughout the year, the more the girls will benefit.

Coaches Fees: At this point we are moving forward as though we will have a full season. Coaches are aware that if something changes (the world closes again) then the coaches fees will be re-negotiated.

c. Fundraising Amounts

Please see Fundraising Events sections for details, added some projected numbers to the Budget for both income and expenses.

d. Vote on any current expenses and 2020-2021 Budget

Current Expenses: Need to pay our coaches. Break on payroll fees right now because we have permission to go directly from the foundation account. Not sure how long that will continue.

Vote on budget:

Jen – Yes

Kristin – Yes

Alysia – Yes

Michelle – Yes

Jessica - Yes

III. 2019-2020 Banquet Update and Options

PHHS Admin has said that they cannot approve any athletic gatherings at this time.

Bali Hai has provided a full refund of the deposit.

As of right now the banquet is not happening the way it was envisioned.

Options:

a. Small Event for Seniors only – Jill would celebrate with the girls, give them their gifts. Time is running out before the seniors go off to college.

b. How to handle refunds for extra tickets purchased? - Alysia

1. Seniors Families – refund or donation to program.

2. Underclassmen – Options may include

a. Using that towards the girl's spirit wear payment (which is due July 3rd) or Camp

b. Donate to program

c. Request Refund – Some paid with cash, some paid with check. Not all checks had been deposited yet, so if your check was not deposited you can just ask Alysia to shred the check.

IV. Fundraising Events

a. Jamba Juice – Ongoing. Kristin – Chair. Buy 1 get 1 free (6x use per card). This is an ongoing fundraiser. Jamba Juice is open so Kristin will be making those cards available for purchase soon.

b. Applebee's – Cancelled. Usually the first fundraisers we have but they are not open currently. We can revisit this in the Spring.

c. Spaghetti Dinner – Cancelled. The owner is no longer associated with Patrick Henry or the franchise. We can revisit options for this event. If anyone knows of a restaurant that may be willing to host this event, please let us know.

d. Popcorn Sales – Double Good Popcorn. Michelle G will chair. There was a discussion about changing the date of this fundraiser to closer to Basketball season or earlier in the school year (September) since this fundraiser and See's Candy are usually so close together and since we will be doing the Kettle Corn throughout the season. Just worried about the event conflicting.

e. See's Candy – November/December. Coleen and Tommy – Chair. Hoping this does well. Talked about possibly doing this fundraiser twice, once in the fall for Christmas and once in the Winter for Valentine's Day.

f. Summer Jr. Cheer Clinic – Cancelled. Other options. Fall one day Clinic. More Basketball Clinics? The traditional summer event must be cancelled due to the restrictions on gathering. Other options. Possibly a one- or two-day clinic during football season and then the participants come cheer at the game that week. Possibly a clinic over Thanksgiving break or Christmas break.

g. Jr. Basketball Clinic – Need Chair. Date TBD (Feb). Possibly hold two clinics since no summer clinic.

1. Save the date email – from old email list

2. Send info to Terri. BOOSTER lead activity. Terri will fill out paperwork and submit.

3. Need a new bow person.

h. Bling/Shirt Sales - Possibly two different vendors. 1. Bling Shirts like previous years. 2. Al's for general spirit stuff such as stadium seats, beanies. Must be sold offsite, cannot be sold at football games because we are not allowed to compete with items sold by the football boosters inside the snack shack. Al's will send us a link which will have the items available for purchase for two to three weeks. Then the boosters will go pick up the orders. Al's will donate a portion of the proceeds. Can be done multiple times.

i. Dine-Out Nights – Postponed. Will revisit as things open back up.

j. Bead Sales All JV Sell at Home Games - Chair: Jen (TBD) All JV Sell at Home games. Beads did well last year. Jen still has some leftover beads (Black/Green/Gold/Pink) which should be able to cover the first couple of home games.

k. Finest City Kettle Corn - Need to send approval request to sell at all the Home Games – Jen

1. This year new rule for concessions at football games: Can only sell ONE noncompeting item at the games. Last year we sold Kettle Corn, Shaved Ice and Cotton Candy. Need to see if we can possible sell Shaved Ice at the first couple of games and then change to Kettle Corn or if we can only sell one specific item for the whole season.

2. Proposal of selling Kettle Corn year-round: Chair – Coleen Y. Patrick Henry Cheer family owned business. We could start fundraising immediately. Tommy and Coleen would oversee it. \$8 Large bag and they would donate 50% back to the team. Going to work on creating a flyer that the girls and families can share via Social Media/with friends and family. Would be an ongoing fundraiser. Still working out the details on delivery.

I. Additional Fundraisers for Discussion -

- Wine Event: Was pretty successful last year. Kristin set that up for us. A lot of fun. Not sure if there is a different way to have this event now.
- Santee Run: They donated \$250 to the program for having our girls out there cheering on the participants. There will hopefully be more opportunities for events like this one as things start to open more. One of the Patrick Henry teachers was involved in this event. Boosters asked Terri to reach out to the teachers and let them know the girls would love to support events that they may be a part of outside of school. A few of the teachers wanted bling wear last year.
- Orientation/Back to School days: Set up a table to sell items during those events. Jamba Juice Cards/Beads/Popcorn. Cheerleaders should be at those events.
- Krispy Kreme: Preorder donuts. Make \$4/\$5 a box. Can be done as often as we would like. They also have Buy 1 Get 1 cards much like Jamba Juice. Pickup must be a Monday-Friday, no weekends. Possibly in Spring, maybe August. Terri advised that usually the senior class has always been the one to sell Krispy Kreme, so we need to check and see when they usually sell. Terri will reach out to the Senior Class advisor.
- Valentine's Fundraising Idea: Possible Option to sell something like flowers or teddy bears outside of school before/after school. Valentine's Day is on a Sunday, so possibly the Friday before. Terri advised we would just need to make sure we are not selling anything that ASB is offering/selling on campus.
- Miss Match Boutique: Jeanette offered to see if they would host something like a Mom and Me event and a part of the proceeds would go to the cheer program. Girls and Parents are shopping, getting value for the money and then the program makes money too.
- Zia Athletic Wear event: Kristin suggested she could host a Zia party.
- Dream Dinners: Terri suggested looking into organizing a few dream dinners events throughout the year since only 8-10 participants at a time. Fun girl's night out. Location in La Mesa.
- Pilates Fusion on Navajo: Jen mentioned that the owner is willing to host a mom's night or a night for the girls. Not a huge money maker but could be fun. Would be supporting the team and getting in shape at the same time, double win. Up to 10 people at a time.
- Stand Down Shirts: Investigate possibly selling those to the students. May require we pre-purchase.
- Rally Towels: Jen found a company that does that for cheap. Need to revisit it since Jen found the information before the shutdown.
- Discussion about ability to sell concessions at basketball games. We do not want to step on the Basketball Booster's toes, they have less opportunity to fundraise on campus than some of the other

sports. May investigate selling spirit wear/beads at the games instead. Coordinate with the girls on Spirit Day themes.

V. Other Upcoming Events

Want to work on just letting all the other teams at PHHS know that the cheer teams are there to support them, not just football and basketball. The water polo team went to state and it would have been great to have the girls there supporting them, we just did not know in time to organize it. Also, girls could cheer at playoffs/senior nights for other sports. Jill goes to the coaches' meetings every year and lets the other coaches know they just have to communicate with her, and we will get it organized. Really going to push to be where we can this year. Give the girls as many opportunities as possible to cheer. Also, if parents have other children on teams at PHHS and you know something is coming up, let Jill and Bella know.

Box money due date – TBD. Company will build and paint them. Money can be venmo'd to Kristin. Kristin asked that when parents send money for the box, make sure to put the girl's name in the description so she knows who the boxes are for.

Used Uniforms – Jen has 9 JV/Freshman uniforms available (5 – Mediums, 4 – Smalls) in good condition. Jill may have more. Girls can try on at Jessica's house by Thursday. Uniform money is due on Friday.

Cheer Camp: We are reserved for camp, but deposit has not been required yet. UCA has been holding off on deposit until they know for sure that camp can move forward.

Next Meeting

Tentative Date and Time: **July 20, 2020 at 6:30pm**, Location: **TBD**

Meeting Adjourned at 7:53pm