



Scotts Valley High School Falcon Club  
C/o Scotts Valley High School  
555 Glenwood Drive, Scotts Valley, CA 95066

**Minutes from Meeting on Wednesday, September 4, 2019**

**7:00 p.m. Scotts Valley High School Staff Lounge**

[www.falconclub.org](http://www.falconclub.org)

**Welcome and Call to Order:** Todd Hoffman called the meeting to order at 7:07 p.m.

**Attendees:** Neil Aratin, Patti Erickson, Lorraine Strassman, Chrissie Reynolds, Nancy Franich, Linda Benko, Ashley Lewis, Grace Kim, Patty Shilling, Shara Sheard, Amanda Gunderson, and Todd Hoffman.

**ASB Report:** Ashley Lewis attended the meeting as the student government representative. Ashley requested approval by the Falcon Club for the following:

1. To sell cotton candy at Homecoming;
2. To organize a carnival prior to the Homecoming game;
3. To hold a bake sale for Grad Night; and
4. Drama Club would like to do a food fundraiser at a football game.

All the ideas met with approval, however, a specific date for the football game food sale by the Drama Club was requested and they would need to communicate what they are selling with Snack Bar. Possible date options are September 28 or a game in November since there are no home games during the month of October (other than Homecoming). The Haunted House is scheduled for October 24, 25, 26 and that's an away game weekend.

**Nominations and voting 2019/20 officers:** The Executive Board is the same as last year. A list of 2019-20 Board Members is attached.

**Public Comment:**

- Shara Sheard asked if she could borrow the popcorn machine for the Boys & Girls Club trick or treat event. Linda Benko made a motion to approve and Todd Hoffman seconded the motion. All in favor.

**Treasurer's Report:** Chrissie Reynolds reported that during Todd Hoffman and Chrissie Reynolds' meeting with Superintendent Tanya Krause, the Superintendent asked the Falcon Club to upload all meeting Minutes to the website and this effort has been completed. Bingo has been removed from the website. We have a volunteer who will help update the website.

Todd and Chrissie met with Denise Hitzeman on Labor Day. There are a lot of email addresses that need to be verified. We need to investigate whether it is worthwhile to keep paying for Constant Contact and Shara Sheard volunteered to evaluate that. Patty will try to sort out Google groups with Denise.

Financial reporting: Chrissie Reynolds: The net ordinary income line item at the bottom of the statement shows we have \$30,000 vs. \$42,000 last year so \$12,000 behind compared to last year at this time. We had a big donation of \$10,000 last year which was anonymous. That donation has not come through this year and it is unknown if it will. There is \$160,840 in the bank account, excluding Bingo, and the Sports Complex. The District paid \$20,000 into stipends and taxes last year which amounted to almost \$30,000. Teams have a balance of \$54,778. Participation donations are still coming in and membership is ongoing.

Linda Benko/Bingo Update – Bingo has been inactive all summer and there is \$26,000 in the account. Income is negative \$15,552. Bingo contributed about \$28,000 to sports teams last year, mock trial, and the middle school volunteers so without paying volunteers, Bingo would have made about \$13,000. There were start-up costs including purchase of equipment, shed, and other fixed costs. We still own the equipment.

Bingo discussion: Nancy Franich is willing to reach out to volunteers and try to engage new volunteers. She suggested we do away with paying volunteers. The Knights of Columbus are interested in sharing Bingo with us so would only be twice a month which would significantly reduce the number of volunteers needed for Bingo. We pay SLV to use their equipment. If we started up again, it would be after the first of the year. Need time to get volunteers and get started. Nancy's question is whether it is worthwhile for her to pursue Bingo any further? It was determined that she would see what volunteer interest looked like and evaluate from there.

**Athletic Director Report:** Vice Principal Neil Aratin reported in Louie Walters' absence.

Falcons beat the Cougars which was a nice win for our new coach, Lewis Lahood. The pregame mixer was popular and everyone got along well. Attendance was strong and it was the second night game in SLV's history. Scotts Valley's home games are September 14, 28, October 12 (Homecoming), and November 9.

At home games, we need Falcon Club member to run the gate the entire night. Chrissie Reynolds has been doing this and asked for some help.

Girls' golf is going well and the girls' tennis team has 24 people.

**Volunteer List Update:** Shara Sheard still working on this.

**Drive for Schools:** Lorraine Strassman: We get the raffle tickets on September 11. We have almost \$19,000 already promised, \$14,600 received. Lorraine would like to do Facebook flyers "Have you turned in your forms?" Kids will stuff envelopes to get community service. Tickets get turned in by October 18th. Leigh is doing "News from Nest" to publicize it.

**Banners Update:** Amanda Gunderson provided an update on sponsors including Scotts Valley Oral Surgery, Zinnias. Amanda has a question about what we are offering in terms of media. What does that mean for sponsors? It was suggested that perhaps the new website people can help with media sponsors. Two who have paid, \$1,000 sponsors, \$400 media, \$600 renewal. Full 12 months is worked out based on when we start giving them sponsorship benefits.

**Merchandise:** Jason Meulman shared that he evaluated spirit wear stock and there's enough inventory to get through 2 games. He doesn't have any blank items but things like "Football Mom." Jason wants to get student help in the shack at games. It was suggested that he could post that on FB and offer community services hours to a student. The first game is always the most popular and busiest for him. Jason indicated he would not buy any new items until he gets it approved by the Falcon Club. SV logo is what we're using and not the falcon symbol. SV logos with the name of the sport. Jason wants to get student with graphic design experience to help out. He needs to get a letter out to football sponsors. Yvette and Ken Shaw have committed to producing another program. The cost last year was \$5.46 and sold for \$10 and they completely sold out. The money comes mostly from the sponsors. Jason engaged our thoughts on how nice of a program we want/need. We could do something simple in black and white with team rosters. Jason is concerned about producing a high end program without knowing sponsor commitment. It was agreed that the program doesn't need to be as high end as last year because fewer home games so wouldn't sell as many. Amanda Gunderson indicated she could check in with the person who does a lot of work for the baseball team to see if he can help. The program is a significant fundraiser for the football program. Jason will send sponsorship letter out this week so Chrissie and Todd can ok it beforehand.

**Membership:** Membership is about the same as last year. Most cards have been distributed.

**Goodwill Donation Drive:** Lorraine Strassman is helping organize this fundraiser scheduled for October 19/20, 2019 from 10 to 4. Goodwill truck will be set up in the lower parking lot. Lorraine will take care of a facilities request. High school kids will help but need an adult volunteer each day. Lorraine mentioned that we could do again in the spring if it's successful. We could do a competition between football and baseball or something else to make it more fun.

**Poker Tournament Update:** Matt Watson said he'd help with the tournament and he is busy until after the 1<sup>st</sup> of the year. Need sponsorship forms with giving levels and benefits created. What are the dollar levels for sponsorship? We still need to identify a location. Bruno's is a possibility. Jim needs to make sure the Eric is interested if he has the right support group. He hires all of the dealers. We have \$3,000 less in prizes than in the past. The amount of money made might be lower (\$9,000?) given change in prizes. Web help would be essential to make this happen.

Using October for recruiting sponsors would be ideal. We need DOJ approval and location confirmed, as well, and could look at a February or March timeframe. Ideal if we can hold the tournament before Brook Knoll and Vine Hill auctions. Nancy Franich indicated she'd be happy to help if we wanted to include a silent auction component. Lorraine Strassman raised the Parent Club wine tasting that didn't happen due to lack of interest and wondered if it could pair with the Poker

Tournament. Could look at upstairs at Bruno's or the Community Center. Poker and silent auction or wine tasting.

**President's Report:** Bylaws have already been reviewed, voted on and approved in 2015. We still have some open Board positions including Vice President and Co-Treasurer.

Mr. Hansen sent an email out about School Advisory Council looking for volunteers. They meet the last Wednesday of the month at 3:15 p.m. We need to find a Falcon Club liaison for the Council.

Lorraine Strassman: Has someone coming to look at the BBQ.

September 11 is Back to School Night.

Next Falcon Club Board meeting is Wednesday, October 2, 2019.

**Conclusion:** Meeting adjourned at 8:28 p.m.