



## Scotts Valley High School Falcon Club

### Meeting Minutes for May 1, 2019

**Welcome and Call to Order:** Todd Hoffman started the meeting at 7:11 p.m.

**Attendees:** Todd Hoffman, Louie Walters, Chrissie Reynolds, Linda Benko, Patty Shilling, Jason Meulman, Jim Gerlack, Tiffany Shay, Heidi Reynolds

**ASB Report:** ASB elections were held.

**Treasurer's Report: Chrissie Reynolds**

\$20,000 net for Golf Tournament; great turnout and all went well; 111 players; last year had 15 more golfers.

Balance of \$65,000 with remaining 2 seasons of coaches' stipends to pay out so will likely clear that out. Louie will pay out coaches at the end of May.

\$174,009 in main checking account and of that, teams own \$65,114. Chrissie indicates that Falcon Club should break even this year.

Physicals typically bring in about \$3,000 to \$5,000 for the Falcon Club.

**Bingo: Linda Benko/Tiffany Shay**

Still trying hard to find new leadership. Linda is calling people to see if they can help. Stephanie Schaefer(sp?) and Nancy Franich as potential volunteers. Discussion about whether Bingo should be closed down due to a lack of volunteers. Linda will close out April and send out the financials.

**Athletic Director Report: Louie Walters**

Facilities request made for physicals.

Golf team is going to CCS and came in 2<sup>nd</sup> in the league. Boys volleyball is done. Track finals will be Friday. Tennis is finished and lacrosse has one more week with a playoff against Harbor for the last spot in post-season play. Louie will visit P.E. classes to spread the word about physicals.

End of year coaches party is being planned and typically draws about 40 to 50 people. Looking at "Kiss Me Catering", Mark Dexel and Scott Dexel, and aiming for May 31<sup>st</sup> Chrissie offered to call to see if there's room for the party.

**Drive for Schools:** No update.

**Membership: Heidi Reynolds**

Membership will be kept separate from merchandise next year and Heidi has already made a membership form. Everyone will get SVHS decals and 10% discount on merchandise. Will make an effort to sell leftover “swag.”

Can have membership cards available on SOAR Day and first 4 home games. October 11, 2019 is Homecoming and the rest are day games starting at 3:30.

**Spiritwear: Jason Meulman**

Jason shared with the group what is left in the spiritwear inventory. The most efficient thing to do is have blank items available which can be pressed at the game. 2 items sell the most and they are hats and hoodies. Parents like basic hoodies with their child’s number on it.

Louie likes to stay away from the falcon so just stick with words. Chrissie inquired about just using the “SV” more. Jason was hoping BSN e-store would work but very few orders thus far. Need to push online orders more if we can through team meetings.

Uniforms: Louie buying these from BSN with 40% discount. Jason indicated he would like an opportunity to bid for football uniforms and workout shorts.

**Officers Update: Todd Hoffman**

The current officers will continue to the following 2019-2020 school year.

Open positions include:

- Vice President
- Co-Treasurer
- Website Administrator
- Marketing
- Bingo Manager

**Sponsorship/Banners: Open discussion**

Potential prospects: Kaiser, Bay Photo, Threshold (nutrition place), Kaiser, Bell, Canepa, 1440 University

Need to develop list of sponsorship opportunities; Patty Shilling has offered to help with sponsorships this year.

**Other Items: Open discussion**

- SOAR packets needs to be in by May 17<sup>th</sup> to Kelly Cox
- Turf field in and ready to go

- Sports Complex - \$1m off to do just the track; grant to Monterey Bay again (turned down before); will know in June; \$500,000 in the bank; still moving forward; have to return money if doesn't go through
- Website/Social media: Todd talked to Mr. Hanson and said we could use someone in graphic department. Todd meeting with graphic design teacher – Brandt

**Meeting adjourned** at 8:17 pm.

**Next Meeting:** Wednesday, August 7, 2019