



**Scotts Valley High School Falcon Club  
Meeting Minutes for January 9, 2019**

Welcome and call to order at 7:05 p.m.

**Board members and community present:** Todd Hoffman, Laura Burns, Christina Culp and Paris Jones (Student Government), Dayna Fisher, Patti Erickson, Patty Shilling, Tiffany Shay, Lynn Bridges, Chrissie Reynolds, Jim Gerlack, Linda Benko, Denise Hitzeman

**Approval of the Minutes:** Chrissie Reynolds made a motion to approve the minutes of the November 7, 2018 Falcon Club meeting; seconded by Todd Hoffman and passed unanimously.

**ASB Report:** Students Paris Jones and Christina Culp and activities advisor/teacher Dayna Fisher.

There is a Winter sports rally next week and a basketball tournament coming up and the sound system in the gym is no longer effective. The quality is very bad and a new sound system would be a permanent feature. The gym speakers are used for many activities including rallies, music performance and sports events.

Within the coming week(s), speakers will be installed in the quad by Gookin Audio. These speakers will allow music to be played via Bluetooth technology.

ASB is paying for the acoustic analysis for the gym and is asking Falcon Club to split the cost of the new sound system. They are proposing to work with the same vendor (Gookin Audio) who has provided reliable and cost-effective work in the past and will handle the quad speakers.

The quote from Gookin Audio (attached to these minutes) is \$3,895.

Note that football will need a new sound for the 2019 season.

**Treasurer's Report:** Chrissie Reynolds reported that the Falcon Club has \$188,329 total cash balance and team accounts have \$73,041.

The November and December bingo numbers are not on the balance yet.

As we look ahead, we need to examine our finances. This year, the banners in the gym are down, there was not wreath sale, no Pat Summit game, no Poker Tournament, Drive for Schools was down. The good news is membership has increased.

We need to re-focus our energies. Passed around Profit & Loss statement. At the end of P&L, there's a big positive number but that's because team balances come forward.

No invoice for coaches' stipends has been received.

The bill for the football lights came through for a total of \$20,000.

Chrissie reported that she applied for grant for speakers for outdoor events (football games, track, soccer) and will update us on the outcome.

Discussion about changing the amount Falcon Club takes from team account for missing participation fees from 100% to 80%.

Last year, Falcon Club took 100% of missing participation donations and this left some teams with very low balances.

Teams do have a few additional ways to fundraise including:

1. Drive for Schools
2. Team fundraisers (Snap)
3. Participation donations

Per Chrissie, there was not pushback from coaches regarding the Falcon Club taking missing participation out of team accounts.

The question at hand is whether we should move the amount Falcon Club takes to 80% from 100% or stay at 100%?

Board members present voted to keep recouping at the rate of 100% from team accounts.

**Athletic Director Report:** None. Louie Walters was unavailable for the meeting because he was coaching the All Star game.

**Membership:** Heidi Reynolds could not make the meeting due to a conflict.

**Merchandise:** Jason Meulman was not in attendance so no update

**Banner:** Amanda Gundersen not in attendance so no update.

**Poker Tournament:** The decision was made to cancel the tournament for a number of reasons. Lynn Smith and Kelly Weaver have offered to organize it. Kelly Weaver is the person who started the poker tournament. Will need a new location and permits. Old permit will not work because it is date specific. Eric can still run the poker portion. There would be no actual exchanging of money so should be ok. Could look to a new location such as the new hotel on Scotts Valley Drive. Would be good exposure for them with key constituents.

Discussion about black jack component. Jim is concerned because Dept. of Justice documents state that there could be fines for all involved if do black jack. Poker is ok but black jack is not because the house wins.

Jim would like help on sponsorship marketing materials. What do you get if you sponsor? There was a sponsorship of \$2,500 last year. Kathy Johnson and Kelly Weaver do the Golf Tournament and we should chat with them about what they do for sponsors. Can we collaborate and use some of their marketing materials? Patty Shilling offered to help recruit volunteers.

Lynn Smith asked if we could get a sponsor name on chips or cards but that likely won't work because folks are particular about chips and we already have supplies w/o sponsor names.

Kelly Weaver organized the servers (waitresses) last year.

**Bingo Update:** Linda Benko updated that we have about 80 people on average with 101 last week. Paying volunteers and money to Falcon Club impacts numbers. Discussion about getting more volunteers and engaging middle school teams more. Per Denise, a flyer went out letting schools know that a team or class can earn \$200 for volunteering.

Need new lead volunteers for next year to replace Tiffany Shay and Lynn Smith whose children are graduating.

Veterans Hall might be willing to take the Bingo equipment.

Per Tiffany, the Bingo market is saturated and now the Elks Lodge is holding Bingo nights.

Need to focus on transitioning Bingo to new volunteers. In particular, need set volunteers for setup on Wednesdays before Bingo.

**Next Meeting** is February 6, 2019

**Meeting adjourned** at 8:09 p.m.