

Monday, July 21, 2014

FHS Booster Club meeting was called to order by Michelle Whitney at 6:30 p.m. in front of Frederick High School.

Present were; Michelle Whitney, Anne Moran, Jen Bergener,  
Late attendees; Lee Ann Hudson, Christina Clark

The meeting began in front of the school to discuss the real estate we had to “sell” to sponsors we are trying to solicit for the upcoming year. After that discussion was over, the meeting was moved inside to avoid more sun and heat.

The minutes for the July 14<sup>th</sup> meeting were postponed. The motion was made by Lee Ann, seconded and passed by an all in favor vote.

The treasurer’s report was reviewed and the end of the year report was reviewed by all present. A motion to accept the report and end of year report was made by Lee Ann, seconded and passed by an all in favor vote.

We discussed the sponsorship plan, set new banner sizes, dropped one level of sponsorship, and devised a plan to market the back of the scoreboard. A complete price for the scoreboard section was not decided on yet, as this first year will be the determination on how well we utilize our fence space, scoreboard, and other real estate and make it beneficial for everyone; Boosters and sponsors alike. We will sell the back of the scoreboard in sections up to 4, but depending on sponsor request, we could sell 2 sections or have 1 sponsor purchase the whole thing. First come first serve, and no promises, cash in hand for the spot.

We added a TShirt sponsorship level. The motion was made by Anne, to accept the new level, seconded and passed by an all in favor vote.

We reviewed and finalized the sponsorship plan. The motion was made by Lee Ann to accept the whole sponsorship plan as modified, seconded and passed by an all in favor vote.

The new branding image was finalized. We feel the Booster Club needs to send the same message/image when corresponding, promoting, and representing the FHS Booster Club. The motion to accept the new branding image was made by Anne, seconded and passed by an all in favor vote.

The new brochure was reviewed and approval was delayed. The updated version will be emailed for a final review and an email vote to accept. Motion was made by Lee Ann, seconded and passed by an all in favor vote.

The TShirt and design for the booster club shirts for events (the shirts thrown at games, given as prizes etc.) was discussed, Michelle will get pricing and report so we know TShirt and printing prices for each shirt.

The garden for Fallen Warriors was tabled until a future meeting.

We did not discuss the “coaches’ night” and tabled that discussion for another meeting.

Meeting adjourned at 8:55 p.m.

Respectfully submitted,

Lee Ann Hudson

FHS Booster Club Treasurer