

LSM Athletic Booster Club, Inc Monthly Meeting

Monday, November 1, 2021

7:00 P.M.

Jay Pelchar's House, Burlington, CT

Presiding Officer:

Tina Thornton

Board Members Present:

Mike Carrano: Treasurer, Cheryl Gnitzcavich: Secretary, Heather King: Merchandise Coordinator, Melanie Mills: Concessions Coordinator, Matthew Mooney: Events Coordinator, Jay Pelchar, Lewis S. Mills Athletic Director

Non-Board Members Present:

Christine Bonini, Tabitha Mooney, Dan Roberts

Call to Order:

Meeting was called to order at 7:05p.m. by Tina Thornton, President.

Approval of Minutes:

Minutes from the previous meeting were reviewed. A motion was made by Matthew Mooney and seconded by Heather King to accept/approve the minutes from the meeting on Tuesday, October 5, 2021. All in favor; none opposed.

Membership:

- Tina Thornton stated that we have 60 memberships for the 2021-22 school year to date.
- Team liaisons need to reach out to their teams to promote membership and relay other pertinent information to them.
- There are a few teams without a team liaison. Some suggestions were made to fill these vacant volunteer spots.
- Gift Cards will be given out to our membership drive raffle winners. Trish & Fred Markowich : \$30 Subway gift card, Suzanne Smith: \$10 Dunkin gift card, Nicole Bouffard : \$10 Dunkin gift card
- Tina Thornton created an Athletic Boosters monthly newsletter using Mailchimp. She will send out a test to Board members. If the test is successful, it will be sent electronically to Booster members only. She can track who opens the newsletter with this marketing platform. Team liaisons can send the link to their team(s).

- Tina will look into how to get a link to Chris Rau to include in the bi-weekly High School Headlines e-blasts.

Budget:

- Mike Carrano did not have a prepared financial statement due to the timing of the meeting and the receipt of the monthly bank statement. There should be an approximate \$14,000 balance in the checking account. He will send out the financials for October 2021 when he receives the statement.
- Mike Carrano stated that our insurance renewal is in December. He had a question regarding the value of our insured property. To get an update on our current policy, he will contact Jim Hunt from Brook, Todd and McNeil in Torrington.

Financial Support:**Scholarships:**

- Melanie Mills put together a summary to go over the awards and scholarships student athletes receive during the school year.
- There was a discussion on the current scoring system, the transference of the scholarships to the LSM Scholarship selection committee, the amount per scholarship, and the number of scholarships to be awarded to seniors. There was an agreement that the current scoring system is inadequate, focusing primarily on the top achievers. There were differing opinions on the amount and number of scholarships to be awarded. To give time for the Board to further review scholarship selection, the vote on revising this agenda item was moved to the December meeting.
- Jay Pelchar will check with Cindy Berardinelli, the LSM Counseling secretary, about the deadline for scholarship submissions.

Batting Cages:

- Jay Pelchar has received two bids, \$11,700 and \$16,000, for the purchase and installation of drop down batting cages.
- Jay Pelchar stated the LSM athletic weight training facility improvements' cost would range from approximately \$50,000 to \$75,000. He does not expect the Athletic Booster Club to fully fund this project and will be prepare a presentation seeking financial support from the Board of Education. The date and time of this presentation has not been determined.

Hudl:

- Jay Pelchar has been looking at the packages offered by Hudl for video and analytics that can be utilized by athletes, coaches, and parents. It would be purchased for teams that could most use the offered benefits. There is a package that includes two free cameras, one for indoor and one for outdoor use. There is no means to install an outdoor camera at this time, but the installation of an indoor camera is feasible. The cost of an indoor camera for the gymnasium is \$3,000.

Fundraising:**Scrip:**

- Tina Thornton gave an update for Sharon Fortuna. People can download the RaiseRight mobile app to purchase gift cards to be sent electronically or physically by mail. There is a specific code to enter when setting up the app, so the Athletic Boosters will earn the appropriate percentage of the sale from the purchase.
- Gift card orders can be submitted to Sharon instead of the app. However, she would receive these orders for distribution. They would not be sent directly to the individual placing the order.

Merchandise:

- Heather King set up a Squadlocker online store that is live. The Booster Club will receive 15% of each sale. Currently there is just a Spartan head on the merchandise offered to purchase. She needs to work with the company to add the words, Lewis Mills, on the graphic design.
- She has also looked into the company, Apparel Now, to create an online store. The profit from each sale would be 12%. She has found them very easy to work with to set up an online store.

Golf Tournament:

- Matthew Mooney stated that the golf tournament's date is scheduled for June 25th at Fairview Farms in Harwinton.
- Matthew Mooney will inquire if June 4th is still available for the tournament. The Johnnycake Mountain Music Festival was scheduled for this date. If the date of this event has been changed, it would be a better date to obtain due to possible conflicts with peoples' vacations.
- Subcommittees need to be formed for planning, dinner, sponsorships, and raffle prize donations.

Beer/Wine Tasting Event:

- Dan Roberts visited Evening Sky Brewing Company to inquire about holding a fundraising event at this establishment. They were interested in allowing us to use their facility.
- The venue does not sell food, so a food truck would need to be selected and scheduled.
- There was a discussion on how to organize the event. Purchasing attendance tickets in advance was suggested as a possible idea.
- For entertainment, Mr. Pirotta from HCS offered to perform his music.
- The event could not be held on a weekend, a busy time for the business. A suggestion was made to hold it on a Thursday evening.

Amazon Smile:

- Tina Thornton stated that the Booster Club has an account set up with Amazon Smile.
- In order for the club to receive a percentage of a qualified purchase, people need to select Parent Boosters USA Inc LSM Athletic Boosters Inc as their charity of choice on Amazon Smile.
- Tina will check to see if the account can be edited to delete Parent Boosters USA Inc from the posted name to make it easier to locate the organization when searching for it.

Other:

- The next meeting will be held on Wednesday, December 8, 2021. The time and location is TBD.

Adjournment:

A motion was made by Tina Thornton and seconded by Heather King to adjourn the meeting at 8:34p.m. All in favor of adjournment; none opposed.

Respectfully Submitted,
Cheryl Gnitzcavich, Secretary
LSM Athletic Booster Club, Inc.