



Westlake Demons Athletic Boosters Meeting Minutes-August 6, 2015

Approval of Meeting Minutes from July 2, 2015 – Motion to accept by Kim Fisher, seconded by Karen Lackner

Athletic Director's Report

- Team and Athletic Department Updates
 - Parent's meeting last Sunday – well attended. OHSAA mandated. Varsity News Network (VNN) presented information.
 - VNN will upload team schedules onto the main page.
 - Audit of each team's website will be done
 - Sports Information Department – pictures and galleries.
 - Presented website to administrators.
 - Defending champion in boy's golf.
 - New conference – North Ridgeville, Lakewood, Midview and Avon.
 - Administration briefed on the mission of WDAB
 - August 17 football kick off
 - August 19 – girls/boys soccer kickoff at Ambrosia
 - Teams up and running in scrimmages.
 - Registration Gateway for student athletes need to be completed. Everything can be uploaded except for the physical.
 - **Huddle** – Each team designates a person to film games and practices which will be downloaded onto a site. There is an online training program. Every sports team has access. Athletes can create highlight clips for recruitment. This was made possible by WDAB funding. Note: The teams are responsible for obtaining the videographer, not WDAB. Football budgets for filming because football teams exchange films. The individual filming football is Craig Smith. Soccer is paying \$75.00/game for filming. Service hours will be awarded.
 - Coaches meeting on August 16. It was voiced that the goal of WDAB to be voiced in this meeting.
 - Question asked about playoff schedule and will it be uploaded onto website. Answer is it depends on the district availability.
- New requests for WDAB funding
- Announcements

OLD Business

- Senior Banners
 - Roberta Rence presented pricing for banners. Goal is to decrease the cost of the banners via value pricing. Goal is to recognize all seniors.



- The cost of the banner will be subsidized by WDAB. The cost will range for parents to pay \$25-\$30.
- 2 x 4 cost to parents/teams \$25/banner subsidized by WDAB
- 3 x 4 cost to parents/teams if \$30/banner subsidized by WDAB
- The difficulty lies in coordination of photographer for school with the vendor photographer
- We have reached out to the marching band to participate in group purchase, WDAB will not subsidize.
- Discussion ensued regarding teams obtaining sponsorship.
- If parent does not want picture, banner will not be printed.
- Vote: small subsidy towards the banner will come from WDAB and the remaining portion by parent/Team. 17 yes/0 no
- Vote: 3 X 4 --- yes 17/0 no

- T3 – Strengthening and Conditioning Program
 - Director summary
 - Goal is to have a year round performance training program for all athletes.
 - Football and soccer team well attended.
 - The high school has added classes as part of PE program. These classes have filled up quickly. How this impacts T3 is yet to be determined?
 - August 1 to September 2 – this would be evaluated to determine attendance. To evaluate, a sign in sheet will be implemented.
 - 2 male/2 female and one catch all
 - 3 classes for off season and 2 for in season athletes
 - Monday/Thursday/Saturday - \$4275.00
 - It was voiced that parents are unaware of this T3 training. Tony mentioned that all coaches are aware of this opportunity.
 - Vote has been taken to pay for August and suspend training in September until more information is received.

- Spaghetti Dinner
 - Pick a date in late January. Tied to alumni hall of fame inductees.
 - Friday, January 22, 2016. Boys' basketball game versus North Olmsted.
 - Will review for conflicts and confirm next meeting.

- Audit
 - Needs to be completed. We are looking for an individual(s) to do an independent review of our books. Names of individuals to be sent to Roberta Rence and Renee Beaver.

- Bylaw updates to include audit/review
 - Will update bylaws accordingly.



NEW Business

- Karen Lackner suggested adding a social committee to our organization. Capitalizing on the “buzz” that football backers have initiated. Currently this will fall under the Alumni/Community Outreach. We would also like to show support to our teams. We would consider “Fan days” for each team. Deb Padden will help out with this venture.
- Another suggestion is to have athletic oriented speaker at each meeting. Ten minutes will be set aside at the beginning of each meeting. Dominic, the new trainer will be asked to present at the next meeting
- Weight room upgrade: Sports conditioning room
 - Challenge is for WDAB to fund this venture, a potential donor will assist.
 - Presentation made to executive committee - \$85,000 project.
 - We are looking at financing options on how to proceed.
 - 2 more presentations need to be done according to bylaws
 - Subcommittee to be formed to proceed.

President’s Report

- Golf Outing
 - Preliminary - \$13,000 realized
 - Dinner sponsor was American Greetings
 - Reach out to Sanjay Beach to chair next year.
 - Survey of foursomes for second demon classic.

VP’s Report

2nd VP Report (Fundraising)

- Browns Training dates
 - One more left August 8
 - Need to complete background check paperwork
- Browns sign up
 - Urgent need for preseason – August 13 and 20
- Corporate data base for donors

Secretary’s Report

- Sign- up sheets completed
- Discussion with Aspect Marketing to make sure all meeting minutes/financials are uploaded to WDAB site.



Treasurer Report

- See notes

Committee Chairperson Reports

- Alumni/Community Outreach/Spirit (Megan)
 - Announcement – Megan is partnering with the Alumni Foundation to resurrect the Hall of Fame. Last person inducted was in 2008. The inductions this year will take place at the Spaghetti Dinner.
 - We are sharing the alumni directory with Alumni Foundation.
 - To be inducted, the athlete has to be out of the school 10 years.
 - Alumni Cross Country event.
- Concessions (Beth)
 - First year that WDAB is taking over concessions for all teams except football. Goal is to purchase in bulk for value pricing.
 - Volunteer spot should be live tomorrow.
 - Initial buy at Sam's next week
 - Coke contract negotiated.
 - New equipment needs to be purchased.
 - Hotdog roller for high school and LBMS
 - Popcorn popper
 - Pretzel warmer
- Membership/Nominating (Sandra)
 - 86 members last year with over 600 athletes
 - Current:
 - 4 Champion Corporate Sponsorships
 - 23 members, with more coming in
 - Give away – Demon head pin as a trinket with year on it.
 - Jeanine Finucane might be a potential contact for pins.
 - White board next meeting for open vacancies for this year and next.
 - Currently need a volunteer coordinator.
 - Pass prices did not change this year. There have been no gate increases proposed by SWC.
 - Virtual vote taken and approved funding for pins not to exceed \$468.00
- Public Relations (Amy)
 - Amy Martin is ready to step in and transition into this new position. We are in need of constant communication of the accomplishments of the WDAB.
 - Aspect Marketing is ending service with us next June, we need to transition with a new committee.
 - Suggestions to upload Golf Outing information
 - Twitter account established



- All events need to be sent to chairperson.
 - Girls' soccer tweeted a picture of the new equipment funded by WDAB
- Table at Football kick off with membership. Cheerleading and Youth Football invited.
- Golf Outing Report
 - It has been noted that pictures of the Golf Outing and equipment purchased by us are not uploaded onto the website.
- Scholarships (OPEN, Laura)
- Spirit Shop (Kim/Lori)
 - PE uniforms have been ordered. We have 1000 pieces
 - New items, bought in bulk.
- Sports Programs Committee (Gina)
 - Fall program
 - Team photos scheduled next week.
 - \$15,000 in committed sales (slightly behind from last year). Goal is to get to \$20,000.
 - Good luck ads on sale. Link on website.
 - Need help with sales at all sporting events.
 - Website to be updated
 - Question regarding away roster and should these be in the program? A test run will be at first game versus Eastlake North. Committee chairperson to determine a test plan
- Volunteer Coordinator (OPEN)

Next meeting: September 3, 2015 at 7:00 p.m. At Westlake High School