

## Booster Club Executive Committee Meeting Minutes

January 20, 2014

Attendees: Kathy Carpenter, Stacey Giles, Matt Dickey, Michelle Rogge, Melissa Mellor

### 1. Hutchinson Bell Report.

Kathy provided her notes from her meeting with Adam Olson regarding the Hutchinson Bell Foundation. She reviewed some of the highlights of these notes as follows.

-The HB is broad in its scope.

-It enhances the relationship between FC and its friends/alumni.

-It involves both digital and live aspects.

-Some content is available to the general public, but membership gains one access to online directories, discounts at various vendors (FC bookstore, Verizon, Disney, etc). and much more.

-Online courses can be taken at reduce tuition but for no college credit.

-At this time it does **NOT** connect us to 501c3 status and insurance benefits for fundraisers. This is something that they are still working on, and sincerely hope to make available in the future.

-A free hosted website is included with access in some way to FC's recruitment lists.

-The vision is for local booster clubs to join HB and gain access to these things.

-Membership is individual. The Booster Club will have to change its bylaws to change our name and reflect our association with HB. It does not take away our local autonomy, but rather gives us access to some great benefits.

-Local members to not have to join HB. Kathy sees our group as having a mix of HB members and non-HB members.

Discussion was as follows.

-Michelle mentioned an idea of our facilitating joining both at the same time. It would be easier for recruitment and marketing. Maybe such a plan would become a model for other local chapters. Kathy pointed out that our local membership funds are the only \$ in the general fund. All other money is scholarship/camp money. Matt suggested collecting funds for HB and local chapter at the same time and then forwarding the HB portion to FC on behalf of the member.

- Melissa suggested changing bylaws to reflect that board members are required to be HB members.
- Matt asked if there was a fee for our booster club to join HB, essentially "how do we join?" Kathy reported there was no fee mentioned. HB was working on rebranding and revising logos for us.
- Membership is initially done by invites. 1<sup>st</sup> phase has been done. Kathy requested that our board be in the 2<sup>nd</sup> phase, which was due today but was delayed. Matt tagged on that he had been contacted in November by Adam to get contact information for our camp directors. His impression was that they would be in phase one. No one knew if Donnie or Nathanael had received invites.
- The annual camp director meeting will have some information presented to attendees this year. However, there is a meeting on February 3<sup>rd</sup> to present the whole program. Unfortunately, our directors will not be at that meeting.
- Rob Taylor, from CO, is the NW representative for HB.
- The board was in 100% agreement with moving forward, but noted a couple potential barriers. 1<sup>st</sup> barrier mentioned was the price of membership in addition to our local membership (prior notes cover some discussion on possible solutions). 2<sup>nd</sup> barrier noted was the name change. Our biggest event is camp. Our biggest challenge is recruitment. We need to keep our camp name the same for that reason.

Actions needed are as follows.

- Bylaws will need to be changed to reflect our change in name and connection to HB. A suggestion was made to include language that would allow for us to resume our Booster Club name in the event the HB doesn't exist. For example, "in the event that the national club no longer exists, we would revert back to the booster club."
- Timing. Camp marketing will have camp logo. Membership drive will need new logo. We are waiting on HB for the release of the new branding. This may be available by March. A soft deadline of May 2014 was set for the transition to HB.

## 2. Communications/Media Chair

Kathy requested the appointment of Matt Dickey to a new position of Media Chair. We need someone with a particular skill set to be in charge of our website and Facebook communications. It would be a helpful position moving forward. Matt was agreeable to doing it and is open to assistance with the task. Kathy mentioned that

anyone with admin permission on our Facebook page should be on Matt's committee. With the addition of a HB website, we will have 2 websites to keep updated.

-Melissa made a motion to create a Media chair and appoint Matt Dickey to the position.

-Michelle seconded the motion.

-All were in favor.

### 3. Fundraiser/scholarship update.

Rochelle was not on this call, but some discussion was had as follows.

-Scholarship committee has a meeting planned.

-They are looking at an online fundraising site in which custom designed items can be purchased online. Josh Fisher is working on designs for t-shirts. This site charges minimal overhead.

-Mike Youngblood is planning a dinner or bowling tournament fundraiser again this year.

-Kathy noted that Adam had mentioned that booster clubs exist to raise funds for FC scholarships. She posed the question "Have we lost this focus?" This should be one of our objectives.

### 4. Membership Update

Michelle noted we have 50 members currently. Dani is mailing her work to Michelle. Kathy told Michelle she has access to the bylaws on the website. The current membership form will need to be updated/changed to reflect our name change, change of purpose, etc. We will have access to FC marketing lists in some way and may use these lists to recruit members. We may also gain access to other chapters to explore their methods of recruitment.