



September 7, 2022
Meeting Minutes

6:00 p.m. - 6:05 p.m.

I. Attendance

Christine Cohen, Adriana Figueroa, Joan Lintz, Monica Terrazas, Michelle Poirer, Lisa Koenig, Coach E, Jodi Mulder, Andrea, Sarah Wicken, Kristin Yarbrough, Casey Denning, Kristina Wallan

6:05 p.m. - 6:10 p.m.

II. Approval of minutes - August 3rd minutes

Motion to approve Minutes of 8.3.22

Sarah approves, seconded- approved

6:10 p.m. - 6:15 p.m.

III. Membership Report: (Christine)

A. Digital membership cards update

Worked well at the football game. Sold more digital memberships at the game, and showed their receipts as proof. At this point, everyone that has purchased will have their membership cards. A few glitches, but mostly sorted out. Request for the actual numbers of members-Christine does not have that with her at this time. Inclination is that it may be less than in the past. Basketball season will bring more membership sales. Hope is to get any gate volunteers to sell more memberships. Board members can help out at these events, since they have information that a parent volunteer may not have.

Christine: Is there any signage at the snack shack regarding purchasing memberships? In the past, this has worked well. It is not posted at this time. Eric is going to find the signage and post.

6:15 p.m. - 6:25 p.m.

IV. Treasurer's Report: (Andrea)

Financial update: \$21K+ in the bank. \$5500 made at the night football game, which includes tips. 10% donated back to the team. Need to keep track of volunteers at games so that money going back to teams is equitable. When people sign up to volunteer via Signup Genius, we should be able to track. If they don't list a specific team, funds go back to the Cardinal Club general fund.

Over \$6700 in membership sales.

Spent ~\$5k on snack shack

Scholarship allocation for last year's Male Recipient, Female recipient still outstanding

\$100 donation to football

Andrea donated a second Square stand (value of about \$525). Adriana would like to reimburse

Andrea for the purchase (Andrea would like it to stand as a donation)

A. Square update

Andrea makes a motion to increase the starting drawer amount to \$500 (from \$200). Lisa seconds.

6:25 p.m. - 6:40 p.m.

V. Director's Report: (Erik)

A. Athletic budget

Athletic budget is \$22k this year, with \$11K that rolled over from last year.

Boys Beach Volleyball will be a new sport- just not official as of now via CCS)

The funds shown on Erik's financial sheet reflects the funds that each team has in their account.

When kids fundraise for their team, that money is for them to do whatever they want to do with it.

Cardinal Club donates funds that are not specific to individual athletes, but for use by everyone on the team.

Volleyball just started. Polo is starting as well. No golf team this year (no interest).

B. Coaches overview - do the coaches receive info on what they can purchase? Coach E informs them of what they have in their team account, but also with the understanding that they can ask for funds to come from the athletic budget, or from Cardinal Club. Tournament fees, personal wear, etc- those fees/costs come from the team's personal account from their fundraising. Some teams do a better job than others.

Jodi suggests that perhaps coaches can synch their funds requests so that the club can better plan for monies distribution. Equity issue, as well as better forecasting for the club knowing what to expect.

Also important to stress to all teams the importance for fundraising. Each team has very different needs. Tournaments can be particularly expensive- this is where fundraising is important.

C. Gate collectors - where does the gate funds go? The gate goes into the Athletics budget, not directly to the team. Parent volunteers often think that the gate funds go directly to the team.

Erik says: If a team mans the gate for every single home game, they can keep the gate, except for football Erik has to pay two people to run the gate at football, because it's too many people coming in.

6:40 p.m. - 6:55 p.m.

VI. Communications:(Adriana/Lisa/Larkin/Sarah)

A. Constant contact - looking for someone to take this over- is it possible to just cut

And copy from the emails to social media sites? Contact Contact has a very high open rate.

Social Media is hard to keep up with due to the ability to make sure the content is accurate.

B. Larkin has been updating the **social media profiles** by pulling from the articles in the Sentinel.

Michelle indicates that there is a Fine Arts class that is a combination of social media and yearbook- this is a possibility that the students can take over this aspect of communications. Coach E indicates that it is up to the teams to update him on their schedule and times, and any changes that may occur. If he doesn't have any information, he can't make updates to the school website/calendar. Lisa needs someone to take over this aspect of communications, and needs help.

C. SCHS Club collaboration from 8/30 - Sarah: Leadership subcommittee formed with PTA, Band Boosters, and Cardinal Club. All parties decided to collaborate because of the struggle for volunteers. First collaboration is Drive for Schools. Trying to merge efforts where community support/school spirit is crucial to success for efforts. Idea is to do a large fundraiser like Calamari Feed.

Question: is it possible to require each parent on a team to sign up for some sort of volunteer role? Feedback is that it's very tricky to do so, especially if the word "mandatory" is used. It's always gone sideways.... Difficult to follow this route. The 10% donation has alleviated some of this- people tend to respond to that. Also: there is a safety issue with keeping the snack shack open if there are not enough people working. Adriana will send out a note saying "no snack shack" if there are not enough volunteers signed up to help. Suggestion is to reach out to student clubs to get volunteers, and the kids get volunteer hours. As long as they don't touch money, it should be OK.

6:55 p.m. - 7:25 p.m.

VII. Snack Shack Report: (Jodi/Kris/Heather/Sarah/Joan)

A. Freezer - Adriana & Sarah cleaned out the shed- got rid of three old freezers that were unsanitary. There is now no longer a large freezer/deep freezer. Also got rid of the old stove. Adriana proposes to buy a freezer to replace the old ones. Keep it in the snack shack. Prospective price will be up to \$700. **Approved.**

B. Band food - Sarah- leftover food would usually go to the band. Proposal from Sarah that Cardinal club provide food for the band members at every game. Discussion around this: shouldn't every athlete get fed? If its just the leftovers, there may be only a few burgers left over, so not really that nice of a gesture. What is the closure on this?

E. Plan for Fall season Sign up Genius - Jodi: Volleyball snack shack will be opening. The Signup Genius is sent to each coach, and then coaches should send out to their parents to get volunteers. Michelle indicated that there is a way to pull out all the email addresses for those that opted in to receive info from parent groups. Adriana would like to have an updated list.

F. Merchandise sales update - Joan: Nothing has sold. Inventory is needed for existing merchandise. There are a small amount of tshirts in various parts of the gym. Let's table this now, and follow up with Adriana/Joan.

G. Website: Joan will update the website with new info and also sign up requests to help (snack shack)- she also talked to Shmuel Thayer about getting some good pics to replace the current banner pics- he can do that, but needs to be specific. Also need to focus on more than just football. Suggestion is to rotate images seasonally with the different sports. Larkin likely gets her social media images from Shmuel. Joan will reach out to Larkin to get some images as well.

7:25 p.m. - 8:00 p.m.

VIII. New Business:

A. Amazon Smile Fundraiser - 5% proceeds to Cardinal Club: Adriana has reached out to Amazon and signed up the school for Amazon Smile- this can be advertised on the school website, and in newsletters.

B. Open positions - Fundraising Events Lead; Gate Collections Coordinator, Communication Coordinator

C. **Fundraiser Trucker Hats- Jodi/Lisa: very high margin. After an offline review of styles and options, the motion was approved to purchase 72 Trucker Hats in black with SC logo in white with red outline.**

~~D. Eco Flow banner donation - Sarah~~

~~E. ASB Mascot tryout/sign up - Katie~~

~~F. Cardinal Egg update - Michelle~~