



January 12, 2023

Minutes

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

Andrea Eusse-Gil, Erik Redding, Lisa Koenig, Casey Denning, Sarah Wickens, Adriana Figueroa, Kris Wallen

6:05 p.m. - 6:08 p.m. II. Approval of minutes - December minutes

Motion approved by Sarah, Lisa seconds

6:08 p.m. - 6:13 p.m. III. Membership Report: (Christine)

A. Digital membership

We have sold \$400 worth of membership over December. Consistent sales, but slowed down a bit. Reminding spectators that if they are buying tickets on GoFan, they would save money by purchasing a membership.

GoFan charges a fee (~\$1.50/ticket). SCHS students still get into games for free with proof of ID.

Payment for the family membership that was paid for as a single membership has not been rectified.

B. How many members are we at?

C. How many have not paid?

6:13 p.m. - 6:18 p.m. V. Director's Report: (Erik)

A. Athletic report

Erik gave the working balance on where each team accounts are at. Athletics in a bit of transition as the accountant has moved on, and new person coming in to that position. Storms have impacted the games a bit- hopefully we will be able to make up the missed soccer and BB games. Made almost \$900 in gate at the Aptos game. Soquel is 1/13, future games are on.

Sports physicals are week of 1/23 for Spring Sports. Message sent. Cost is \$25.

Spring coaches' meeting in the works, Cardinal Club will be invited and can talk about what we do.

Info about girl's wrestling tournament: wrestling does their own thing, since it is a fundraiser for the girls wrestling team (snack shack and gate). Should not be a conflict with Cardinal Club, as this will be an individual fundraiser directly for the team. Hopefully the storms won't cut down on attendance and participation, as many teams are from over the hill.

B. Banners update GYM

Erik put up tournament and championship banners over the winter break. Looks great and is definitely noticed by the teams/athletes/parents.

6:18 p.m. - 6:25 p.m. IV. Treasurer's Report: (Andrea)

A. Gym Sales

Gym snack shack sales since winter sports started, profits are up to ~\$4k. More games scheduled plus league games/playoffs.

Received a donation of \$9k earmarked for the football team, with \$8k direct for football, \$1k for Cardinal Club.

Another \$1k for Football working Ironman Triathlon received.

1/13 received: \$1k for boy's golf

Checks deposited, bringing total to \$29k in bank account.

6:25 p.m. - 6:35 p.m. VI. Communications:(Adriana/Lisa/Larkin/Sarah)

A. Constant Contact - Adriana

Adriana looking for someone to take over account, haven't been doing much with it recently. Club will be at BTSN, so hoping to find more volunteers/members.

B. Facebook/Instagram accounts - Lisa/Larkin

Found an online printer for the Senior Posters. Teams should be paying for the posters themselves (about \$20/each). Available for all teams. 2x4 vinyl banners with grommets. Must be team led to get them printed.

C. SCHS Club collaboration - Sarah/ Adriana

Meets on 1/31- no update

D. Teacher Appreciation BBQ postponed - Adriana

Will decide new date when weather is good.

6:35 p.m. - 6:45 p.m. VII. Snack Shack Report: (Kris/Heather/Sarah/Joan)

A. Gym Snack Shack - Kris

Snack shack is going well, moving inventory to gym so it is easier to inventory. Will start working through current inventory, and then prepare for baseball. Refrigerator needs to be cleaned: when would be a good time? Erik indicates that winter conditioning has started, so there will be people at the field all the time- Erik will have a key available for Adriana to use at her convenience.

Is it possible to share the Signup genius link with the football team parents? Generally getting all the same parents doing the volunteering, so a shared link would help in passing the word. Kris will reach out to Sarah and get contact info for football parents and share signup. Kris had parents approach her about sharing the link with other sport parents. The signup is on the website, so readily available. Erik has also made the information available to all sports parents, but they have to be willing to work around their kid's sports schedule

B. Nacho Machine - Sarah

Looking for an electrician- hoping to have someone check out the field snack shack. Erik has someone from maintenance to come out and do it. Need to connect Sarah with Leo to arrange for time to meet and review. District pays.

C. Merchandise sales update - Joan/Jodi

No report

D. Vinyl sign - Adriana

Sign is expensive- Adriana suggest a simple banner to put around tables at events to help promote Cardinal Club. Erik has one banner in his possession- he will get it to Adriana for BTSN.

Erik will also figure out how much he's spent in the past on his banner/tablecloths.

Adriana makes a motion to approve up to \$70 to spend on banner production. Passed

6:45 p.m. - 6:50 p.m. VIII. New Business:

A. Cardinal Egg - Adriana/Heather

Heather is no longer part of this topic

Car does not have serial number- need info from DMV.

Hard to pin down how to register it because its not a golf cart, not a vehicle- need to figure out what the parameters are for this sort of vehicle.

Could we call it a GoCart? Or a wagon? Once done, Mike Pappas will sign off on it, do a ceremony (as requested) and we will have the egg.

B. Vertical Raise

Girls BBall raised about \$10k with Vertical Raise. VR keeps about 20%. How can we do something similar and not lose that amount of money? What if Cardinal Club offered to do something similar to Vertical Raise, and Cardinal Club kept the 20%? Is that possible?

Discussion: the part of VR that is attractive and successful is that it is already set up and ready to go. Can Cardinal Club replicate those efforts? How much time/energy will it take do that?

There is a XC parent that is willing to build a website that could perhaps replicate this. Concerns are that we wouldn't be able to out the manpower towards it, and also perhaps cause people to think the Cardinal Club is not supporting teams since they would also be keeping a percentage. We would have to do PR, very important- there is a misconception that the cardinal Club is trying to "take over"....have to figure out the logistics. Do we have someone tech savvy? Also- important that this is something that, if taken on, we can pass it on to the next group of volunteers.

Adriana and Sarah met with Erik to discuss further fundraising activities- there is an opportunity to create banners for teams to include sponsors, etc. Need to revisit the topic. Right now there is a specific spot in the gym to hang these banners- this is a work in process.

C: 50-50 Raffle?

Sarah and Adriana raised the idea of doing a 50-50 (Cardinal keeps half, person winning ticket keeps half). Easy thing to do, and people love it. Something to consider for future larger games. Should we sell it at snack shack, or digitally? Logistics...how much per ticket? Options are open, but something to look into for future. 5\$ for 5 and 12 for \$10

6:50 p.m. - 7:00 p.m. X. Open Presentations: Coaches request

No requests

6:54 meeting adjourned.