



Cardinal Club Monthly Meeting

September 4, 2024

Agenda and Minutes

Agenda

- Fundraising/Budget Review
 - Carolina/Kari - fundraising update
 - Andrea to explain fundraising processes, fund allocation, and account management
- Snack Shack - discuss percent to be given to Mark Ramsey from Jamboree and split percentage for home game volunteers
- Google Workspace - best practices, list all email accounts, and ensure everyone has access
- Constant Contact list - how to keep email addresses current; some people not receiving emails such as Cardinal weeklies or SignUp Genius
- SignUp Genius - may need separate account for CC
- Clarify who receives Meeting Minutes and Meeting Agenda to anyone who is a member or holds a role on the board

Jenny Marini called meeting to order at 6:09pm

I. Attendance

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| 1. Jessa Stanton - Social Media Chair | 10. John Lee - Web Master |
| 2. Samara Halterman - Communications Chair | 11. Andrea Eusse-Gil - Treasurer |
| 3. Carolina DaCosta - Fundraising Co-Chair | 12. Christine Cohen [No Last Name Available] - CC Memberships |
| 4. Anjie Tate - Gym Snack Shack | 13. Regan Eymann - Volunteer coordinator |
| 5. Casey Denning - Principal | 14. Elena Valencia - PTA President |
| 6. Genelle Heim - Secretary | 15. Wes Heim - Parent |
| 7. Kari Steele - Fundraising Co-Chair | 16. Emily Howe - Parent |
| 8. Dana Thomsen - Gym Snack Shack | 17. Amy Joanides - Parent |
| 9. Jenny Marini - President | 18. Courtney Portnoy - Parent |

II. Approval of minutes from August 7th, 2024 meeting

- Passed by Dana and Carolina.
- Everyone who is on the board should receive the meeting minutes.

III. Membership Report (Andrea)

A. Memberships total

- We have sold \$10,950 in memberships since last CC meeting on Aug 7th.
- Current total is now \$11,150.

IV. Treasurer's Report (Andrea)

● Monthly Totals

● Current balance \$60,199.71

- Actual balance: \$54,229.21
- There is \$5,970.50 in outstanding check
- Snack Shack at Jamboree and 1st home game brought in \$10,962.50. Indoor SS sales brought in \$400+ in sales and sold a couple memberships at the game (incl in the total).

V. Director's Report: (Casey reporting on behalf of Erik)

- The General Ledger Report was distributed. Casey explained spreadsheet balances from fundraising efforts that teams can allocate for various expenses.
- We discussed last meeting to move away from a Vertical Raise, however it is still being used by some teams. Fundraising Co-Chairs drafted a message to coaches to encourage them to move to Donor Box w instructions and supporting documents. Erik has given approval to use the message and inform coaches.
- Teams will be responsible to get the word out to solicit donations.
- John Lee shared that some teachers and coaches feel it's very effective at raising funds so may be reluctant to move to Donor Box.

VI. Snack Shack Report: (Jenny/Dana)

Field Snack Shack

- Jenny sent an email to the executive board regarding an increase to 20% from 10% for the portion of sales that goes to the volunteer's associated team. The proposal passed via an email vote. 20% of total sales for a given shift are divided between all of the volunteers who worked. QR codes have been helping drive engagement and memberships.
- A question was raised regarding adding a Venmo option for payment. Additional stands for Square are \$500 - 2 are currently used in the Snack Shack (but it's only for 5 games) while only 1 is used at the gym snack shack.
- We have the small Square swipe attachments for people's phones that could be used as a back up. Jenny will look into how we can track all the cash sales not just those going through the Square. Whoever is using the attachment has to be signed into the CC Square app so it may not be a viable option for all volunteers.

Indoor Snack Shack (Dana)

- Indoor snack shack had its first game. Biggest turnout was when kids were done with their sports practice. Another pre-season game was added for next Wednesday.
- First league game is next Thursday and she will send QR code for SignUp Genius to get volunteers for the snack shack. Send the QR code to Jessa, Samara and John for newsletter, social media and website posting.

VI. New Business

- **Scholarship Recipients (Andrea)**
 - Both checks have been sent to the recipients.
- **Constant Contact**
 - Samara will follow up with Elena on Constant Contact list that was used last year and coordinate on email/newsletter lists and distribution. She will create a Coaches Corner in the newsletter to highlight an athlete or an announcement.
 - Many people seem to not be receiving our emails. Samara using 24/25 infinite campus list of parent names. Rachel or Anna in the office manage the list. Last year many emails were going to spam so people should check their spam folders.
- **Social Media**
 - Game updates/scores can be done on social media rather than in the newsletter. Ask parents or coaches to coordinate and send images and information to Jessa so she can post them on social media. Tell coaches and kids to tag CC in their posts.
 - Jessa will coordinate with Casey on what can and can't be posted on social media.
- **Funding request**
 - The Tennis coach made a request for new uniforms for \$622.89. There is a form that coaches need to fill out and make their case and come to the meeting and talk to CC members about the request. Coaches need to bring 2 different quotes for the requested items. The request would then be discussed openly at the meeting. Coach E then needs to sign off on the request. Motion to approve the request was passed but there was a "no" vote in favor of following the standard procedure. The form on the website needs to be updated with steps required to get funds from CC approved.
 - Email voting should be done only on time sensitive issues by executive team and chairs. At next meeting we will vote on amending the bylaws as needed to accommodate email voting.
- **Google Workspace**
 - Jenny shared that a Google workspace was created. All board members have access and emails for their relevant positions.
 - All names and positions are on the CC website but there isn't info on how to email each individual.
 - John will update the website so that names hyperlink to email address of the relevant person and the "info" email address goes to multiple individuals to ensure inquiries don't fall through the cracks.
- **SignUp Genius**

- Andrea noted that volunteers are ready to sign up, but not all games are listed on the SignUp Genius. If we populate it with all of the games then people can sign up well ahead of time. Use the same link for all sign ups.
- We share sign up Genius with the band. We took a vote to split our Sign Up Genius from the band which passed.
- **Gate Fees**
 - Coach E coordinates who does gate fee collection for football.
 - All gate collection money goes to Coach E - some of the money goes back to the programs. Alice may have additional details. CC does not get any gate collection funds.
 - Water polo charges gate fees. The team and Coach E made an agreement that the team can keep those funds.
- **Cardinal Club Dues**
 - Jenny reminded everyone to pay their CC dues in order to attend the CC meetings. Some Cardinal Club cards are taking a while to show up for those who have paid. Look for an email from Christina Cohen with digital cards once dues have been paid.

VII. Adjourn

Jenny Marini adjourned the meeting at 7:25pm