

**NEWPORT HARBOR FOOTBALL BOOSTERS  
MEETING MINUTES  
OF TUESDAY, MARCH 18, 2014**

**Date of Meeting:** Tuesday, March 18, 2014

**Location of Meeting:** Newport Harbor High School, Social Hall, Newport Beach, CA

**Minutes Prepared by:** Julie Thornton-Adams

**Type of Meeting:** Boosters Annual Election

**Notice given:** E-mail to NHHS Football Families and Members & Website Posting

**Call to Order:** 7:01 p.m.

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**In attendance:** Robert Shaw, Clarke Smith, Julie Thornton-Adams, Michael Durante, Mark Adams, David Schultz, Mary Schultz, Jon Elliott, Alan Gaddis, Nanci Terry, Tessa M. Elbettar, Anthony Vasi, Jay Rutter and Tom Kinder.

**Board of Director's Meeting Agenda:** Call to Order, Approve February 2014 Minutes; President's Update; Treasurer's Report; Annual Meeting/Election/Installation; End of Year Planning; 2014 Preliminary Calendar; 2014 Event Volunteer Sign-ups; Lift-a-thon Planning; Fireworks; 2014 Budget Discussion; GL/DO Insurance Update; Adjournment

Motion made to approve the February 2014 Minutes, seconded and Minutes approved.

**President's Update:**

Currently we are at \$4300 positive this year. Robert Shaw reports on continued battle to fix Davidson Field and prepay proposal to NHHS administration to District. Practice Field in pretty good shape. Robert Shaw, Clarke Smith, Sean Boulton & Michael Sciacca met with Fred Navarro. Follow up with Shane Franson on maintenance. No updates on the rebuilding of Davidson Field at this time. Questions if there was a larger facility/Davidson Field, would it be able to handle all the cars and parking.

Coaches are looking forward to next year. We have about 19 seniors. Youth Camp was an issue not enough sign-ups. Boosters don't have the same contact with Sea Hawks, Pop Warner – their enrollment was down too. Ensign has a larger 7<sup>th</sup> grade class than 8<sup>th</sup>. M. Zimmerman will be going to Ensign to discuss sports where he hands out information and cards. When Boosters get the cards back from M. Zimmerman, we'll plug them into our database. Incoming Freshman Meeting is first week in June 2014. Looking to contact and deliver summer camp flyers for Carden Hall, Pegasus and St. Joachim's School. Will also put banner on fence at NHHS and Ensign. JAT to send email to Newport Harbor Frosh

sign-ups. Need approximately 30-50 freshman for a team. Will also distribute flyers at our Fireworks stand.

**Treasurer's Report:** Did well this past season. \$5,000 check from Matt Leinart Flag Football. \$4300 into the start of the year. Current team will wrap up on 3/31 and file State & Federal taxes. Plan to hire an outside bookkeeper – makes it easier for transitions each year. Also for filing required documents with state and federal governments.

### **Year End Planning:**

June 23 – July 23, 2014 Summer Camp. August 14, 2014 Fall Camp Starts. Thursday, June 12, 2014 – Lift-a-Thon (JV & Varsity). Mailers start a bit earlier – it was a very successful campaign for us last year. On Blitz Day, hitting different neighborhoods, Saturday, June 7, 2014. Frosh Lift a Thon. Week One – Bell Gardens, Norwalk or Downey are still tentative.

**CIF Re-league:** Robert Shaw & Clarke Smith discuss re-league issues and history. We won't know until April 30, what CIF will do on Re-league issues.

C. Smith distributes Event Volunteer Roster to meeting attendees. Will distribute by email too. Lift-a-Thon. Fireworks stand discussion by C. Smith – location is in parking lot of My Fit Foods & LaCave. Worked a more favorable split on fees with Phantom and renegotiated new terms. Rent free for location by owners. Phantom will give us credit card machines for processing. \$40K two years ago = \$15k. Should do better this year. Not a big script push. Too close the week before football. Limited script sales. C. Smith reports Operating Income & Expense Budget will bring to vote April 2014. Last year mailer for Frosh was called Summer Blitz/Lift-a-thon demo. Made \$4,700. Coach S. Ciarelli was good about reminders.

**Game Program:** Discussion on changes. R. Shaw reports that Neighborhood Ads are expensive and money received doesn't cover cost. Problems getting neighborhood kids together for group photo. We need to go back to more traditional ads. For Neighborhood Ads, we should consider doing just a neighborhood line – like the NHHS Educational Foundation Home tour.

**Merchandise Sales:** We had lots of T-shirts left from last year. All hoodies & outerwear sold. R. Shaw brought up having a contest for students to draw the Battle of Bay logos. Last year we had four shirt designs – non-money maker. Kick-off night had good sales. Still have a good inventory to sell. Even with mark-up don't make enough money. Jay acquires merchandise but then we need someone to sell. Jon Elliott brings up subject of a local clothing company to be a sponsor. For Battle of the Bay – C. Smith brings up Sponsorship. \$25k/\$10k – will work with sponsor. BBC is out and other is considering. There can't be any sponsorship logo on the uniforms. Fletcher Jones received the scoreboard for \$25k.

**Food Sales:** Robert Shaw estimates that they will be up a bit due to CDM game.

Discussion on Fundraising, Costs and expected donations: Alumni \$6k donations. Gaddis doing a great job and we had events at two home games. Playoff games generated goodwill. Major donors were Matt Leinhart Football and maybe \$5k through grants. We really could use at least a \$10k sponsor for the battle of the bay game. Summer Camp: Lots of kids all levels. Good collection, given demographics. Last season R. Shaw did a great job with payments and terms. We need to work to identify the families unable to pay earlier.

Discussion on cost of Summer Camp fee increase. Last year was \$500. Jon Elliott reports that other sports pay much more than \$500. Robert Shaw and Clarke Smith do breakdown on per player costs: It cost us around \$1250 per player (500/300/250/200). Discussion on raising summer camp prices. Out of the 19 seniors we may have 10 who can't pay. Tony Vasi suggests talking about costs early on Boosters do not want to get into the position of evaluating who can pay or not. Discussion on raising summer camp fee \$100 – so we aren't losing money. \$600 for summer camp. Sponsorship, Grants discussed. Tesoro is \$4200 per player. Did comparison with Pop Warner. CMD is \$1800 – no fundraiser held. C. Smith said on April 1, rollover as a new board and will put to a vote – will also talk to Coach about \$100 increase.

**Summer Camp Costs:** 95% is coaching salaries. Nancy Terri suggests selling items to earn money: Shaved ice or similar things. R. Shaw: Band has claim to snack bar. Our demographic becomes a problem in getting donations – thoughts that Newport Beach is rich, don't realize 50% of our students live outside of area, business in Costa Mesa want to support other schools. R. Shaw: Biggest bang for our buck is Ad Sponsorship. Clarke suggests holding an event/fundraiser maybe with alumni. Discussion on a variety of fundraising suggestions: Dinner, auction, golf. Al Gaddis interested in putting together a golf event.

Clark Smith reports we intend to bump up **liability insurance** up to \$2 million. Need to provide insurance to district and any events including fireworks.

**Improvement Discussions:** Coach has new uniforms he's interested in. Helmets are \$200-\$300 per helmet. Weight room and locker room need improvements – pretty bad shape. Need an accounting for specifics. Actual improvements – weight room was flooded – 1st two platforms. District will rebuild but concrete pad is issue. Dave Siesmona checked it out for us.

Discussion on expenses and our job to better educate the public on how costly it is to run a good football program. Some coaches are on staff so they are paid through the district. Football equipment and overhead very expensive sport. Videography very expensive. Recertifying all the helmets. Boosters pay for a portion of buses. Discussion on game revenue: \$2 per ticket from gate. League games price is set by league. If someone is a Gridiron Donor, they get free passes, however, that is later charged back to us by ASB. No

sport charges for preseason event except football. On the playoffs last season we lost 10K after paying for buses, meals, sweats for players. Out of ticket sales, football received nothing – all went to CIF and ASB. CMB game -- We don't get anything for football game at OCC. Work on issues with ASB.

**Elections Held:** Presided over by Mark Adams.

Election for 2014-15 Officers/Directors of Newport Harbor Football Boosters: Clarke Smith, Dave Schultz, Jon Elliott, Robert Shaw and Julie Thornton-Adams.

Nominations for: President: Clarke Smith; Vice President: Dave Schultz; Vice President: Jon Elliott; Treasurer: Robert Shaw and Secretary: Julie Thornton-Adams. Each nominee was elected.

**Meeting Adjourned at 9:05 pm.**

Next Meetings are April 16, 2014 and May 13, 2014.