



J. L. Mann Booster Club Meeting
November 13, 2018

MINUTES

- I. Welcome
- II. President's Report –
 - a. Reviewed the BC 2-yr plan for growth, 5-steps program
 - i. Governance – Establish a workable governance for the club (completed)
 - ii. Accounting – establish and correct the principles for a sound club
 1. Create a finance committee (complete)
 2. Work on creating an actual budget to include all revenue sources
 3. Evaluate the value of creating sub-account within the BC for each sport
 4. Confirm the AD's sources of income and where we fit into their bridge/plan
 - iii. Nurture and support Revenue Generating sports that are suffering
 1. Establish this problem as a business model
 2. Football
 3. Basketball
 4. Sports must be bolstered in order to raise funds, hit targets for the athletic department gate.
 5. Important – as gate revenue increases means less base need / dependency on the BC to hit operational needs.
 - iv. Increase awareness of the BC
 1. Show and highlight the value are we already bringing/delivering through our efforts.
 2. What additional value can we bring to all / each sport
 3. Promote and partner with other school related clubs: PTSA, Student Council, and Mann Nation
 4. Outreach to alumni groups – past class presidents or class officers, for reunions
 5. Confirm and network through social media channels
 - v. Serve and clarify value for all families / students / sports to answer “Why join the Booster Club”
- III. Principal's Report
 - a. Spoke about Veteran's Day program and how Exams before Christmas holiday vacation
- IV. Athletic Director Report
 - a. Basketball schedule
 - b. Social media



- c. Updates: banquets – D-team, B XC, G XC, Winter sports rosters set, games upcoming

- V. Treasurer’s Report
 - a. \$86K in hand
 - b. 1st payment to school for \$26,800
 - c. Looking at Spring Membership drive
 - d. Breakdown:
 - i. Corp Sponsorship - \$26,200
 - ii. Membership - \$26,500
 - iii. Concessions - \$15,000K
 - iv. Parking - \$4,500
 - v. Apparel - \$4,300

- VI. Communications - Not present
 - a. Lots of discussion around how to market our events at the school
 - b. Athletics website is very bad
 - c. Video announcements, every phone blast
 - d. Daily Videos
 - e. Remind app

- VII. Concessions and Parking – Not present

- VIII. Merchandising
 - a. Apparel – launch new program prior to Christmas

- IX. New Business:
 - a. Team equipment requests
 - i. 25 second clocks – Quotes in – 1st team sports, Daktronics, Electromak
 - ii. Gym chairs – campaign to sell signage to fund the purchsae
 - iii. Mann tents – research and make recommendations to purchase 2-4 tents



**JL Mann High School Booster Club
2018 - 2019
Executive Committee and Board of Directors**

Executive Committee Members

President	Tim Morrissey	tmorrissey190@yahoo.com
Vice President – Compliance	Doc Morgan	dmorgan@mgclaw.com
Vice President – Social Media	Jenny Lewis	jlewis@mavinconstruction.com
Vice President – Major Projects	Matt Kneeland	mkneeland@southernfirst.com
Vice President – Team Liaison	Todd Lumsden	toddlumsden@bellsouth.net
Treasurer	David Seaver	dseaver@cbcaine.com
Secretary	Heather Parramore	hparramore@bellsouth.net
Athletic Director	Tod Tucker	dtucker@greenville.k12.sc.us
Principal	Charles Mayfield	cmayfield@greenville.k12.sc.us

Board of Directors

Membership	Michelle Seaver	michelle_seaver@ucbi.com
Concessions	Jeff Cravens	jeffc@cravensgroup.com
Parking	Chris Wannamacher	chriswannamacher@gmail.com
Social Media	Katherine Morrissey	tkm8595@yahoo.com
Merchandising	Harriet Gray	harriet@upstreamidentity.com
Spring Event Chair		
Fall Golf Event	David Seaver	dseaver@cbcaine.com



November 13

Attendee Sign-In: Tuesday, ~~October~~ *October* 9, 2018

Name	Sport / Committee
<i>Joshua Abrams</i>	<i>Football / track</i>
<i>BRETT GIBLIN</i>	<i>MEUS SOLLEZ</i>
<i>John Hedrick</i>	<i>Footballs / WRESTLING</i>
<i>Matt Kneeland</i>	<i>Board</i>
<i>Charlie Mayfield</i>	<i>Principal</i>
<i>Sarah Gray</i>	<i>Parent</i>
<i>Amie Williams</i>	<i>Football - basketball - baseball</i>
<i>Todd Lumsden</i>	<i>Baseball</i>
<i>Kevin Bennett</i>	<i>Football</i>
<i>Sharon Russo</i>	<i>Football / Lacrosse</i>
<i>David Soren</i>	<i>Baseball</i>
<i>Jim Mayfield</i>	<i>Tim Morrissey BC / Football / Baseball /</i>
	<i>wrestling</i>