



Athletic Boosters Board Meeting

February 15,2021

Attendees via ZOOM: Dennis Coyle, Shelly Howard, George Vredeveld, Mary Beth Yackey, Kelly Ebbing, Louise Vaughan

1) UPDATE ON ATHLETICS AND FACILITIES:

a. Presented by Louise Vaughan

i. "Raising the Game for Country Day" Presentation showing the plans of the new facilities including:

1. Turf field
2. 6 lane track
3. New bleaches that with seating capacity of 750 total
4. Disability access
5. Wifi technology update
6. New lighting
 - a. Currently only able to hold 5 night events with Village of Indian Hill approval due to the lighting on the stadium
 - b. New lights will shine directly on the field- allowing for hopefully 40 total night events throughout the year
 - i. Awaiting approval from the Village of Indian Hill
7. Full Video Scoreboard
 - a. This may be revenue generating with ads,etc.
 - b. Use for community events (show movies, etc)
8. New side walks with lighting
9. New plants to hide unsightly equipment
10. Replace asphalt playground

b. Funding

- i. Goal is for teams to fundraise in the next couple of weeks
- ii. Lead Donor to match with the agreement that we are showing effort to raise money for the field project
 1. Would like to incorporate the middle school teams for fundraising efforts as they will be the teams with the most use of the fields in the future

- c. Field should be in place in August and ready for football season
 - i. Bleachers may not be complete- due to hang ups with timing of approval from Indian Hill Village and Hamilton County
- 2) Membership: Same number of members joined athletic boosters as last year
 - a. We currently have \$13,00-14,000 in the account
 - i. Anticipate use of \$3-4,000 yet this year
 - ii. Athletic Boosters should start with \$10,000 in the bank at the beginning of next year.
- 3) Board Rotation
 - a. The by-laws state that the officers will serve a 2 year-term
 - i. We realistically could use this "COVID year" as a time that was not used to our full potential, but that is really not the healthiest way to run the Athletic Boosters, it is not what will make new members want to join
 - ii. George would be next in line for President- but he declines stating that he does not have the time to commit to the Boosters that is needed as he is busy with the School Board activities
 - iii. Kelly is not interested in the President position due to her Father's health and her need to provide care for him
 - iv. Mary Beth has mentioned that she and her husband, Kyle are interested in the President's position together
 - b. Shelly will draft an email to be sent to families regarding the open positions for potential Athletic Boosters candidates
 - i. She will highlight committee positions needed as well
 - ii. Engage as many people as possible
 - iii. Identify leaders to start committees
- 4) What do we want to do as a Booster Club in the future?
 - a. What does the most effective Boosters Club look like?
 - b. Identify the person who characteristically carries the committee
 - i. For example: business vs social mindset
 - c. Goals of Boosters-must be specific in this
 - i. Concessions Committee- can have a financial goal that we need to define
 - ii. Membership Drive-goal 80% of athlete families
 - 1. \$30,000 goal from membership
 - iii. Advertisement Committee
 - 1. Scoreboard Advertisements
 - a. This year, we may only advertise with the large donors for the field
 - 2. Sell Ads to NON-CCDS families (programs and scoreboard)
 - 3. \$20,000 Goal to raise from ads
 - iv. A committee to help drive the funds to the appropriate needs in athletics
 - v. Social Committee
 - 1. Would be nice to have 1 event per season
 - 2. Theme nights
 - 3. Meet the team night with booster table and cook off

- vi. Game Experience Committee
 - 1. Includes Concessions and Courtesy Cart Driver
 - 2. Staff on nights when not major sports to deliver every sport the convenience of concessions and game atmosphere
 - 3. Possible to incorporate spirit wear for athletics at the concessions
 - a. Sell spirit "stuff"-foam hands, cow bells, footballs, etc
 - b. Must say "CCD ATHLETICS"-not to compete with the Country Cottage