

**EHS SOCCER BOOSTER BOARD**  
**MEETING Meeting Minutes**

March 27  
2018

**I. CALL TO ORDER:**

Jeff Ward called the regular Board Meeting of the EHS Soccer Boosters to order at 6:05 p.m.

Meeting was held at EHS Health Room  
D115

**II. ATTENDANCE:** The following persons were present: Lisa Malay, Mandi Elmore, Linda

MacDonald, Garrett Lasewicz, Jeff Ward, Ned Matson and Bruce Fielding

**III. OPEN ISSUES:**

a) Motion to approved Meeting Minutes from February 20, 2018 Board Meeting by Jeff

Ward & seconded by Ned Matson.

b) **Finance Update and Budget:** Garett filed the organization's 2017 taxes - which were

accepted by the IRS. He is working on documents needed to file renewal for maintaining active 501(c)(3) status - due by May 15. Garett is working on a draft 2018 Budget for Boys Soccer Boosters which we will discuss at next meeting.

a. **Current balance:** \$16,898.

b. **Funds received in February:** \$256 deposited from a returned check related to

the Sept 2017 Road Race. No more outstanding financials for 2017

RACE.

**c. Need to check with Coach Tufts on future requests the Boosters for**

**equipment etc for the 2018 year.** Confirm what gets purchased for teams each year. Last year - varsity parents paid for tshirts and socks. Jackets are for all 3 year players. History has not been to purchase items for teams other than varsity.

**c) Race Committee Update - Lisa Malay** (Logistics and Committee Chair), discussions

about what worked well for planning last year and areas where Board wants to look at benefits of starting meetings for certain tasks earlier.

1. Ned Matson confirmed his willingness to act as LEAD for Sponsor Solicitations.

Discussed need to build new sponsors with connections through younger players/families. Key is to start soliciting sponsors earlier - by May before summer. Again we expect to lose several \$1000s of past sponsors with outgoing seniors). Also, may make up gap with new types of fundraising options (discussed below).

2. Need Advertising/Publicity LEAD. Ideas discussed included how to increase

visibility of the RACE in the greater Exeter community; draw in families and kids who are looking toward interest in high school soccer program; advertise to running groups that are looking for 5K opportunities; market to EYSA program and youth teams; market to other EHS teams. Everyone will consider good candidates for LEAD.

3. Food for Race. Do we need a Committee LEAD? Some sponsors that have

contributed items if Board asks with sufficient lead time:

- Grocery stores - Hanafords, Shaws, On-the-Vine - have provided gift cards or donated in-kind food items for race day. Last minute pick-up is

always the challenge.;

- water from Coca Cola (Carol LaPlante made request in past);
- EHS Cafeteria donated bananas.
- Should we focus more on asking parents for donations of breakfast items - this seemed to work well last year. Ideas for Committee Lead? Mandi offers to act as back-up (idea to invite participation by others not on Board).

4. Discussion of whether separate RACE planning meeting should be scheduled

before year end. Target Date: early May?

5. RACE Shirts: Harveys did a nice job last year - Harvey's business is more suited to large orders - consider using Harvey's again for RACE shirts (see Apparel discussion below on other research for other vendors and ordering options for general apparel)

6. RACE SET UP/EQUIPMENT: Lisa and Tom will lead this piece, volunteers with

experience Mark Letourneau key in set up last few years. Need to secure certain equipment. Board will handle securing the insurance needed and permit from Town of Exeter. We will retain police detail as required in the past.

7. Timing Service for RACE: Biggest expense usually around \$1600.

Discussion of

whether timing service is really needed? Consensus is that official timing service and bibs makes race official (for runners who need the timing records) and makes it more exciting for the participants including the EHS soccer boys. Agree

we should keep timing service but we can explore cost savings. Garrett offered to follow up since bill is due to Granite State Run Services to reserve the date.

8. What is date for the RACE? Sept 15 or 22? Usually 3<sup>rd</sup> Saturday in Sept but will

need to coordinate with Coach Tufts and School.

d) **Scholarship Update:** Linda spoke with Guidance office - Laura \_\_\_\_\_.  
Deadline for

Scholarship Applications is MAY 5. Information on Boys Soccer Booster Scholarships has been available in Naviance website - used for college applications and information. Boosters will do an email reminder to soccer program on deadline. Also need to confirm information and deadline will be published in the Powerschool Announcements from EHS.

e) **EHS Boys Soccer Apparel:** Garrett researched the apparel vendor used by EHS

Lacrosse program - ATLANTIC Sportswear. Easy process to order and pay on-line by set date (two weeks to order) - order ships as single delivery to boosters. LaCrosse runs two orders - one at start of season and one before year end/holidays. Prices may be slightly higher but fewer problems with ordering and delivery. We will keep researching options - need to finalize options

f) **Coach Tufts Update:** Jeff had a meeting with Coach Tufts just to touch base on new

Board and see how Coach would like Board to support the program. Coach intends to have summer scrimmages for Varsity pool per his usual schedule. Coach agreed it would be nice for Varsity to have new Warm Ups. Board discussed that most of the high school soccer programs in this area have nice warm-ups and team jackets - for ongoing Board discussion - what can Board provide to the players? Coach Tufts has Varsity pay for 3 pairs of socks and one warm-up shirt. Only Booster issued apparel is 3 YEAR JACKETS. Right now teams do not have any program supplied apparel that they keep - can the program afford to do something for all teams?? For discussion.

#### **IV. NEW BUSINESS: OPEN DISCUSSIONS on NEW IDEAS KEPT AS 'NEW BUSINESS'**

a) **EHS/EYSA Booster Connection** - Jeff meet with Tom Malay and Quinn on ideas for

building the program connections. Ideas - EYSA to provide ball boys for JV/Freshman games? Encourage EHS game attendance. Bring EYSA out on field at half-time? Continue to build up EYSA Youth Day.

**MARCH 23 Meeting:** EYSA provided the attached **OVERVIEW** of ideas for the two

programs to work together. **KEY DISCUSSION POINT:** Can EHS soccer players support EYSA as assistant coaches? EYSA idea to provide Seacoast training for assistant coaches - goals to have 2/3 EYSA teams with EHS players as assistants. Main question: what is the commitment that would be required of EHS players (how many hours per week?). Board will vet with Coach Tufts to see if any concerns/conflict. General support from Board that great for programs to support each other and build the pool of soccer players coming into EHS. Good opportunity for EHS boys to complete community service hours? Jeff will reach out to Coach Tufts.

**b) Fundraising Ideas: SNAP-RAISE.** Jeff and Ned met with representative from SnapRaise - like a GoFundMe targeting sports fundraising. Idea is to solicit donations from people you know, allows solicitation from people out of your area (grandparents etc). SR wants 20 email addresses from each player. Big incentives to players - shirts etc. SR will take a 30% cut of all funds raised (possible negotiation to 23% if xx% participate). Feedback is that this vendor will raise \$\$ without any work from Boosters - good value for us. Is it asking too much from our contacts? **STILL UNDER DISCUSSION**

**c) Discussion of whether Boosters could run their own GoFundMe type page - seeking**

**family sponsorships; other incentives for players etc. Ideas - could Boosters get players to lead the project? STILL UNDER DISCUSSION**

**d) Ideas for Boys Soccer Summer Clinic:** Idea is to involve players in the fundraising and

create connections for the program with younger players. Board files show that Coach Tufts ran a summer soccer clinic in the past. Get information and input from Coach Tufts. Board sees this as a weekend clinic - not week long event. Can it happen for 2018 summer? **STILL UNDER DISCUSSION**

**IV. BOARD BUSINESS:** No final decisions - all discussion and planning at this meeting.

**Next Meeting** : Tuesday April 17 at 6:00 at EHS Health Classroom (changed from 4/24 due to

school vaction 4/21 to 4/29)

**Minutes prepared by Linda MacDonald** Meeting adjourned at 7:45 p.m.

Road

Race

Advertising - Mandi putting FB page postings

Player

Fundraising