



Davidson K-8 Booster Club
Meeting Minutes

July 20, 2020

I. Call to Order

Elliott Love, Vice President, called to order the regular meeting of the Davidson K-8 Booster Club Board meeting at 6:30 pm EST on Monday, July 20. This virtual meeting was hosted via Zoom Conference.

II. Roll Call

Elliott Love, Vice President conducted a roll call. The following persons were present: Kim Vinson, Brandyn Michalak, Lee Catchpole, Cam Puckett, Lee Catchpole, Jeremy Lange, Stephanie Shryock, and Alexis Burnett.

III. Approval of Minutes

Minutes from prior meeting were previously approved by Brian Mobley.

IV. Athletic Department – Lee Catchpole

From the NC High School Sports Board, communication has been made that no sports can begin until September 1. We can assume this means no Middle School sports for the Fall season. Lee was contacted by Cross Country for Youth (club sport) and they are offering a completely virtual program for our school for a fee. It is 100% virtual and Lee is not sure how this will look, however the club is looking to provide this offer. Mr. Fortuna is in favor of this if there is no contact, no involvement on campus and it's completely virtual. Lee will be looking into this option.

V. Treasury Update – Joe Bruderek

No update was given.

VI. Website | Social Media Update – Alexis Burnett/Kim Vinson

Discussion of launch of new website. Shared general direction of websites we would like to mirror along with examples of Fundraising/Sponsorship pages. Alexis to create Google shared document to request content from individual contributors. Creative direction to be shared with Mr. Butler. Content needed includes: Mission Statement,



Calendar of Events, Catchpole's Corner, Sponsorship/Fundraising Overview, Booster Club Membership, Social Media Pages/Links, Donation Links and Spiritwear link (Freeman). Brandyn to provide jpeg of logo as well as PMS colors to align with spiritwear.

VII. Fundraising – Cam Puckett/Jeremy Lange

Cam reviewed Booster Club membership options. Basic membership includes ability to vote in member matters brought up by the board as well as magnet or other welcome gift. Outlined Family Sponsor brick program as well as “what” a membership supports. For brick fundraising program, trying to evaluate overall cost of materials as well as installation by landscaping company or volunteers.

Reviewed sponsorship levels, Platinum (\$5,000), Gold (\$2,500), Silver (\$1,000) and Bronze (\$500). We could also offer an inaugural plaque for those that want to go above and beyond the levels listed above. These inaugural families/donators could also be shown appreciation with limited edition/exclusive spirit wear item. In addition, Cam provided a list of individual items which need to be purchased and additional fundraising ideas (gifts in kind, golf tournament, restaurant nights, grants, inaugural booster club donations).

Discussed “Buy-a-Brick” program logistics as well as purchasing individual items. We need to complete a “gift form” in order to move forward with the brick program as instructed by Mr. Fortuna.

Stephanie gave good insight regarding boxing ourselves in to individuals buying items rather than sponsoring items.

Wall by drop-off in carpool line could be a paid space for advertisement.

Defining Start-Up Fundraising vs. Event Based Fundraising. Discussed trying to establish a quarterly event, possibly with Chick-Fil-A, Tenders, Whit's, Brickhouse Tavern and launching these dates/event on the website. Need to determine frequency of restaurant nights as well as a potential golf tournament. Determined restaurant nights for 2nd semester and golf tournaments take 5-6 months to plan to generate the right revenue.



VIII. Spiritwear Update - Brandyn Michalak

Brandyn reviewed the spiritwear as outlined below. Freeman screen printing would like to know when we would like to begin marketing these items for sale. Utilize social media and Parent Square to promote booster club store. Open store for a few weeks, then close it down, so it will not be open 365/24/7. Fall/Winer/Spring to use to launch new spiritwear. We will also be adding water bottles, coffee mugs, drawstring bags and other small items. No upfront costs for materials. Would be great to have cameo photos of people with a mug, or with a shirt on, to utilize as a “coming soon” promo to build excitement. Spritwear will be sold through the Freeman website, and a link will be provided on the DK8 Booster Club site. All sales will be done through the website in the first round of sales, no in-person selling.



Group discussed Tervis cups as an inaugural large donation gift. Brandyn will get a link for Booster Club Members to be able to begin purchasing spiritwear items.

IX. Adjournment

Meeting was adjourned at 7:56 pm EST by Elliot Love.