

**PLHS Pointer Association**  
**Board of Directors Meeting of PLHS Pointer Association (PA)**  
**May, 25, 2016, 8:20 p.m.**  
**Meeting Minutes**

Present: Brant Brockett, President  
Tacy Armstrong, Athletics Booster Director  
Vicki Moats, Communications Director  
Renatte Adler, Arts Booster Director  
Eleanor Snyder, POP Director  
Diane Sullivan, Membership Director  
Andrea Loewer, Scholarship Director  
Kim Jessop-Moore, Alumni Director  
Donna Schmidt, Attendee

Meeting called to order at 8:20 p.m. It was noted that eight members of the BOD were present and represented a quorum.

**VOTE: Scholarships:** Andrea Loewer led the discussion regarding scholarship funds and applications. She noted that \$447.00 of PA funds have been earmarked for scholarships. Twenty scholarship applications were submitted. There was a motion by Renatte Adler to give \$450.00 to one student and the motion was seconded by Vicki Moats; it passed unanimously (all in favor, none opposed, none abstained). Brant Brockett and Vicki Moats will review and decide on the award of a \$450 scholarship to one student (the \$3 differential was donated by Kim Jessop-Moore).

**MAD Day Information Packets:** Tacy Armstrong presented the updated forms to send out with other school documents for the MAD Days information packets, including PA forms to solicit volunteers, donation, Booster donations, other ways to donate, and the back-to-school supply list. Several edits and changes were suggested, including clarification of Athletic Booster categories based on how they are registered with the PA, removing the option to donate by writing in credit card information and instead sending in a check or refer donors to the website to donate on-line. Tacy will make the changes to submit in time for the deadline with PLHS. Discussion was held and it was agreed that the PA should have a table to receive the PA packet forms during MAD Days.

**Protect our Pointers:** Eleanor Snyder provided an update on POP Physicals, planned for June 18<sup>th</sup> (Saturday), 9 am to 1 pm. She is going to call it "Athletic Orientation" for new and returning athletes for 2016-17. Again, POP will be offering physicals this day on campus and student athletes will be invited to come with parents and get their physicals on campus (\$35) and they will be able to turn in their physical results with their athletic packet and get clearance. She shared the plan that there will be physicals in the gym and four break-out stations where topics will range from concussions, being an athlete, policies and procedures, and information on college-bound Pointer athletes hoping for college athletic scholarships. This is an opportunity to meet with Freshman parents and provide a "vendor

fair” that includes information tables and opportunity for Boosters, Clubs and the Pointer Association to meet and interact with parents.

**Pointer Funding Priorities:** Tacy Armstrong attended a staff meeting in March to ask faculty and staff about ideas for what could be Pointer Funding Priorities (large ticket items). These included Science Dept. goggles and Bunsen burners, PE a new sound system for big gym, more desks like those desks in the 100 building, Math Department needs more calculators, a sound system in the fitness center (sometimes used as a classroom) for music or countdown, and World Language needs more reading books (could be funded from PA gifts and grants), Social Studies “crank” pencil sharpeners, and filtered water fountains to fill water bottles. These suggestions will be added to a prior priority list that has bleachers for the gym (a suggestion from a prior PA meeting), for future priority and funding discussions.

**Conducting a General Survey on Survey Monkey:** Brant Brockett intends to send out survey monkey to all faculty and staff members at PLHS to ask for feedback regarding the Pointer Association and what the PA can do to improve the programs and activities in its sphere of influence on campus. He asked for input from the BOD on questions to be asked.

**Administrative Fee Charged to Boosters:** This topic was discussed again (the proposal to charge a 2%-4% fee to Boosters on cash/donations/monies raised up to a cap). This fee would be a service charge to PA Boosters and its 501(C) 3 status as a non-profit for their banking needs. The basis of the fee was discussed and it was requested that only “overhead and administrative costs” be included as a calculation basis for any fee charged to Boosters. The diversity of Boosters and their fund raising capabilities/bank balance was highlighted. It was noted that there are some Athletic Boosters who receive district funding and others in the Arts who do not receive district funding, so not all Boosters have monies available to cover a fee—some have very little and others have significant capital. Brant Brockett explained the PA financials and carrying costs and that there is approximately \$8,500 required each year for such things as Constant Contact, PA website, insurance, checks, banking fees, CPA/tax filing fees, and other administrative/overhead and that these costs should be shared by the Boosters. Brant will share this information and it will be discussed again at one of the next PA BOD meetings.

### **Other Topics:**

**Scoreboards for Gym:** Brant Brockett reported that Point Loma Nazarene is replacing their scoreboards and that he was able to get them donated to PLHS for the gym; we will repaint and install them in the near future for next year.

**Promotional Video for PA:** Kim Jessop-Moore suggested we consider making a short video to message for the Pointer community to promote the PA and what we do; she viewed a similar video for a Foundation which raised a significant amount of money using a video message.

**Social Media:** Eleanor Snyder shared information she gained from attending a presentation on the use of social media, including website, Twitter, Facebook, Constant Contact, etc. to create a marketing campaign to drive traffic to website and gain followers.

Meeting adjourned at 9:07 p.m.