

OAK RIDGE SPORTS BOOSTERS CLUB

Complementing the Oak Ridge academic program by supporting the pursuit of athletic excellence!

1120 Harvard Way, El Dorado Hills CA 95762 (916) 933-6980

www.orsb.org

Booster Board	<u>Name</u>
President	Kari Rivera
V.P./CCTrans/Bank Deposits/NSF	Elaina Padilla
Finance	Krista Crookham
Bookkeeping	Sally Brandon
Balance Keeper	Alice Smolarski
Secretary	Indie Bal
Memberships	Patty Doshier
Athletic Director	Steve White
CPA	
WebMaster	Greg Lamy
Blue & Gold Auction	

General Meeting Minutes October 24, 2016

- I. Approval of 8/22/16 Meeting Minutes
- II. Budget - Kari Rivera

Expense Budget	start balance 2016		-\$10,000
	ED physical Therapy		\$9,000
	scholarship		\$2,000
	League Champion		\$0
	Credit Card processing fees		\$1,200
	Corp Insurance for Nonprofit		\$1,400
	Printing/Check/nonprofit reg		\$1,000
	Marketing		\$15,000
Memberships/Gold Card Donation			-\$32,000
	General Meeting Attendance Dist		\$11,730
	Board Direct Team Dist		\$12,000
	Team Fundraising Matching Dist		\$23,000

goal

\$34,330

- III. Membership Update - Patty Doshier
 - Exceeded goal on sale of blue and gold cards.
 - Due to on line registration, it is easy to pull data showing exactly what level of participation each sport had.

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- Going forward, for winter sports, encourage members to buy single or double sport membership as that will still count towards the \$1000 team participation incentive.

IV. Athletics Update – Steve White

- All teams performing well.
- Varsity Football has 2 games left.
- Girls Golf Team is second in the league. Playing the Masters next.
- Tennis has been the champions for the last 4-5 years.
- Volleyball is the league champions.
- Water Polo will be going to the finals
- Parental support and participation shows in our teams at Oak Ridge.

V. Marketing Update – Janet Hallare

- Lots going on with marketing and projects – sponsorships program, website program, marketing liaison program, branding program, social media program and Trojan Pride Sports Marketing program.
- Continued education to coaches regarding marketing opportunities and proper use of logo. Recommended sending emails to parents with link back to website/webpage to increase traffic to the site.
- Working on new arena banners
- Marketing Liasion program extremely important as every team should be presented to take full advantage of the opportunities...reminder that athletics program provides consultation, coordination and publicity but the team is responsible for content.
- Using Facebook and Twitter. Underclassmen would like to see Instagram.
- Charity events have been successful, especially TAC which was a huge success. ORHS won the national community champs honors for most pledges!
- Student involvement has been important--whether through ASB, new graphics designers/students or marketing campaigns organized and implemented by the students themselves.
- Events Management team is learning how to plan and run events---could consider for Blue and Gold Celebration.

VI. Blue and Gold Celebration – Meeting to follow.

VII. Upcoming General Meetings

- January 30, 2017
- March 6, 2017
- April 3, 2017
- May 8, 2017