



Hillsborough High School Boys Lacrosse  
Booster Club Meeting Minutes

April 9, 2013

Next Meeting Tuesday May 14<sup>th</sup> 7 PM (Room 312)

### Attendance

Coach Wilson (via phone for Coach's Report), Lori Boch, Jim Boland, Lou Coetzer, Tom Columbia, Merrill Davies, Dan Farinaro, Rob Fitzgerald, Chris Gradone, Debbie Grouss, Karen Kellerman, Scott Kellerman, Fred Lewis, Paul Mahoney, Abed Medawar, Karen Melillo, Jim Panaccione, Pam Puleo, and Laura Ziminski

### President's Report

Dan Farinaro reported that he has been in contact with John Patten, editor of Hillsborough Patch. Dan was able to post the Golf Outing as an event but it does not appear as a Daily Update in the Patch mobile app. John will be able to prepare articles so that they appear on the Front 5. We will be able to advertise the Golf Outing and Breast Cancer Awareness (BCA) Game/Pinnie sale. Please send text to Merrill Davies who will prepare it for submission to John Patten.

Dan asked the group if there were any issues related to Game Day. The group reported that the boys are happy with the food we are providing but the JV team has requested more turkey subs and less Italian subs.

### Vice President's Report

Rob Fitzgerald will begin organizing the spring Shake-A-Can which was postponed from February. The new date is Sunday May 5<sup>th</sup>. Freshman, sophomores, and juniors should plan on participating. Seniors are exempt. Rob will contact our sponsors to make sure that the new date is good. Since youth lacrosse will be holding a tournament at the Triangle Rd. complex on that day, we will place a can at the concession stand.

Rob updated the group on the Shooting Wall. The booster club will incur an additional cost because the town now requires a 100 mph wind assessment. David Frusco had not told Rob and Scott Kellerman about this during their numerous meetings and has not been supplying all of the requirements at once. Keystone (wall component manufacturer) had used Timbertech for the wind assessment and the cost is estimated at \$900-1000. Keystone (located in PA) has rarely had to supply a wind assessment and the only one that they recall recently was a firearms club in southern New Jersey. Keystone told Rob that the wall components can withstand up to 200 mph winds. Karen Melillo suggested that Rob contact Van Cleef Engineering to see if they can do the wind assessment and if so, if they would be willing to "donate" all or part of the fee. The Van Cleef family has several members in the youth lacrosse program. Assemblyman Jack Ciattarelli has been intervening on our behalf with the state Department of Education. Approval is expected in the next few days. The location of the wall has been changed and the new proposed location is next to the grass field on the side of the school (away from the circle). When the wall is constructed, volunteers will be needed for landscaping.

## **Treasurer's Report**

Chris Gradone presented a financial review. He told the group that the Media Guide was expected to generate a net profit of ca. \$3600 based on last year's numbers. However, the net profit will actually be ca. \$5100. Even though the Media Guide generated extra funds, it is important that the booster club continue with its fundraising efforts. The spring Shake-A-Can, Spring Raffle, and Golf Outing are critical to satisfy this year's expenses as well as build a reserve for next year.

## **Secretary's Report**

Merrill Davies reported that last month's minutes have been posted on the website and that meals for away games are being coordinated with the help of Elizabeth Gill (Freshman), Terri Alboum (JV) and Sara Kouten (V). Catered Affair is our preferred vendor for sandwiches.

## **Coach's Report**

Coach Wilson was unable in person and spoke to the group via speakerphone. His highest priority was to "Beat Pingry!" The Varsity was off to a 0-4 start but the last game against Ridge was a great game. The boys played competitively throughout the game, with the final score being 5-10. Today's practice session was very productive and the team is looking forward to tomorrow's game against Pingry. The next 3

games will be against East Brunswick (A), Bridgewater-Raritan (A) and North Hunterdon (H).

Coach Wilson is very happy with the 2013 Media Guide and declared it to be the best ever. He has distributed copies to the HHS administration - comments have been very positive. Coach will also give a copy to Superintendent Jorden Schiff.

## Topics

**Summer Tournament** - Laura Ziminski spoke on behalf of Coach Wilson. While we are not able to have a full-blown tournament this year, Coach would like to have a "pay-date" for high school level teams. This would be a mid-week event in June or July with a small number of teams this year. He will contact other coaches that he knows. Mike Fanizzi supports this initiative and will make sure that Coach has access to HHS fields. Once the date/time is firmed up, Coach will ask for a few volunteers.

**Apparel** - Pam Puleo reported that the 300 BCA pinnies should arrive in a few days. The cost is \$10 each and the proposed price is \$15. Some booster club members thought that we could charge more - \$20. The board will set the price once the pinnies are in and the quality can be assessed. Merrill Davies reported that Milan Rose has offered to make posters to promote the pinnie sale (to be displayed at HHS). There is still some remaining apparel in inventory, particularly flip-flops. These items will be sold at the BCA game, Senior Day, and the year-end banquet.

**Media Guide** - Abed Medawar reported that the Media Guide is complete and copies have been provided to Coach Wilson for distribution to the boys. Several copies were passed around the room. Abed will provide the Platinum sponsor list to Chris so that he can post them on the website. Platinum sponsors will also be announced at home games by Rob Fitzgerald. Abed would like to get plaques (with team picture and engraved name plate) for the platinum sponsors. He received a quote of \$8 each from School Photo Marketing who has a 2 week delivery time. Fifteen plaques are needed. Ca. 60 simple frames are needed for gold and silver level sponsors. Chris suggested contacting TrophyDepot.com for plaques and frames. Once the plaques and framed pictures are ready, Abed and a group of volunteers will distribute the team pictures and media guides to our sponsors.

Extra Media Guides will be sold at home games and pricing was set at \$10 each. Abed commented that we have a solid working relationship with Milan Rose now that they understand our needs and desired format for the guide (control of content and approval of design). It was also extremely important to provide content that required no editing (no mistakes) as this was a major problem in 2012. Sue Harding (owner) worked very hard to get sponsors for us and was able to "sell" to most of her neighbors in the Kingsbridge Center complex. Our involvement with the Triple Negative Breast Cancer Foundation and the boys' participation in community service played a large part in her support.

**Spring Raffle** - Karen Kellerman reported the printed tickets have arrived and will be distributed by the end of the week. The boys' families will have 2 weeks to sell the tickets. The drawing will be held at the Senior Day game on Saturday May 4<sup>th</sup>. Parents are needed to encourage our families to sell the tickets and to collect money and ticket stubs at the end of the selling period. Volunteers are: Abed Medawar (Freshman), Laura Ziminski/Pam Puleo (JV) and Karen Kellerman/Merrill Davies (Varsity). Jinny Strawderman has access to a raffle ticket drum. Karen will include a letter that outlines due dates and expectations with each ticket book. In order for seniors to be eligible for "Senior Recognition" (\$250), their family must sell 1 full book (20 tickets, \$5 per ticket). All other families are also expected to sell a full book but it is not a requirement.

**Golf Outing** - Jim Boland reported the golf outing will be at Hillsborough Country Club on Friday May 10<sup>th</sup> with the rain date being the next day. The price is \$130 per golfer and includes lunch and a buffet dinner. So far, 7 golfers have signed up. HCC wants a down payment (ca. \$500) very soon. HCC will be donating a free foursome for our raffle/basket auction. Another prize will be a year of garbage collection service donated by the Dinardi Family (youth lacrosse). Petrock's Bar and Grille has donated \$250 for the liquor cart. Jim will also solicit a donation from Petrock's Liquor Store. Traditionally, we have had around 30 attendees but would like to see 50 this year. The group was encouraged to spread the word and invite their friends to participate.

**Fundraising** - Tom Columbia gave an overview of proposals. The Best Buy Restaurant Card (not to be confused with the electronics store) seems like overkill since we did a similar fundraiser in the winter (Coupon Book). The Applebee's Breakfast Fundraiser will require 3-4 weeks lead time and is projected to generate ca. \$7 profit per attendee. The event was initially proposed to be held in May/June but it would conflict with the on-going spring raffle. However, this fundraiser does not have to be held during the lacrosse season and January may be a better time. The third option reviewed was a Comedy Night. Tom met with John Lombardi who recently organized an event for Mary Mother of God (MMOG) church. Ca. 300 people attended and this generated ca. \$6000. Profit is generally \$20/person. At least 5 weeks is needed to advertise and sell tickets. Lombardi helps with this. We can have a program/booklet and get sponsors (like media guide). The entertainment fee is a set price so the more attendees, the more profit. A 3-hr time slot is required with the entertainment taking ca. 90 minutes. There are three different options for the night: 1.) entertainment only (includes comics and ventriloquist); 2.) Dinner show with cash bar and catered food; 3.) Bring your own food and alcohol. We can also have a basket auction and 50/50 raffle. A fall date was suggested.

Chris Gradone suggested that Tom create a fundraising calendar to map out all of the proposals. In addition to those items listed above, the Coupon Book (mid-November to early December), Media Guide (mid-February to end of March) and Spring Raffle (mid-April to early May) need to be included. The booster club will need to hold its first Board/General Meeting in August in order get all of the proposed fundraisers going.

**Game Day** - Rob Fitzgerald will announce the remaining home games (with the exception of Senior Day on May 4<sup>th</sup>). Game commentary should be POSITIVE and ENCOURAGING.

Post-meeting Note: The meal/Gatorade policy was communicated to all parents prior to the start of the season. Details were provided in the previous month's minutes.

**Banquet** - The year-end banquet will be held Monday June 3<sup>rd</sup>. Lori Boch reported that Sodexo will be our food vendor this year and cost is ca. \$8 per meal. Actual attendance price will vary as players and coaches will attend free of charge. Sodexo offers several different themes and this will be discussed at the Banquet meeting to be held in the next few weeks. Merrill Davies will order the senior gifts (custom blankets) in 1-2 weeks.

**Senior Recognition** - Laura Ziminski gave the new forms to Karen Kellerman so that she can distribute them to seniors along with their raffle tickets. Completed forms are due by May 10<sup>th</sup> and must be mailed to the booster club's PO Box. Forms will be reviewed by Laura Ziminski, Tricia Hiller, and the Board. An e-mail will be sent to seniors and their parents to inform them of the procedure and requirements.

**Fun Run** - Post Meeting Note: The Fun Run for youth and high school players was held on Saturday March 23<sup>rd</sup>. The booster club provided pizza and water for all attendees. Youth attendance was lower than expected (ca. half?) and this may have been due to the unusually cold weather. The event included the run and a mini-clinic orchestrated by the high school players. The event concluded with two scrimmages (Varsity vs. JV and JV vs. Freshman). A good time was had by all attendees.

**Shake-A-Can** - See Vice President's Report.

**Elections** - As per the booster club by-laws, nominations for next year's Board of Trustees are needed at the second to last meeting of the year. Elections will occur at the last meeting of the year (before the end of year banquet). For this year, nominations are required at tonight's meeting. Currently, President Dan Farinaro and Treasurer Chris Gradone were nominated to continue in their positions. No one volunteered or was nominated for the other positions. Replacements are needed for Rob Fitzgerald (Vice President) and Merrill Davies (Secretary), whose sons are graduating in June. Dan will send out an email to all parents to solicit nominations for all positions. Any booster club member can run for any position. Booster club members need not be the parent of a current player.

**Off-Season Activities** - Nothing to report this month.

**Community Service** - Nothing to report this month.

"Save Around" Coupon Book - Nothing to report this month.

The next meeting will be held on Tuesday May 14th at 7 pm (room 312).

Respectfully Submitted,

Merrill Davies  
Secretary