

Treynor Community Athletic Booster Club Meeting- July 6, 2016

- Meeting called to order.
- Signatures were obtained for necessary documentation of opening a bank account.
 - Brief discussion of the necessity and use of a debit card. Debit card will be obtained upon the opening of the account.
 - Greg Tiarks, treasurer, plans to donate \$500 as his "membership" and that money will be used to open the account and in pay the filing fee for the 1023 documentation.
 - A note was made that the initial \$10,000 raised in the booster club goes toward administrative costs in the initial year.
- Website: Jennifer Anderson (an IT teacher at the high school) has offered to manage the website. This matter was voted on and unanimously approved.
- Flyers for the membership drive starting in August.
 - Mike was able to attain a supplier that will be able to print color flyers for \$8 per 1000 copies. He needs the final PDF for that flyer by July 18.
 - A sample flyer was presented by Kami with potential sponsorship levels and incentives. Minor changes were made and discussed. Overall the feedback was positive. Final approval and voting will be completed via email.
 - Future marketing strategies were discussed and included: letter campaigns, corporate sponsors logo and weblinks on the website, sponsorship booklets, etc.
 - Logo's were discussed and it was noted that the school will have to approve of the use of the school mascot and logo. The agreed upon logo was suggested to be put on every form, incentive, and media source the club uses to promote a universal brand.
- Chris will reach out to the music booster leaders to include them in our plans. The school board will also be updated on the happenings of the booster club.
- To Do list - deadline August 1st
 - Consider getting a vinyl sign to have a registration- Mike will request approval for use of the logo and Carolyn will get Jason a PDF of the logo and will inquire about getting the sign made..
 - Kami will finalize the membership flyer with the initial communication letter on the back. Members will vote on and approve the membership levels and incentives via email. This flyer will be sent to Mike by July 18 to get printed.
 - Greg will get a receipt book to log and hand out receipts at the membership drive.
 - Complete the website and Facebook pages.
- The next meeting will be July 24 at 7:00pm at the high school commons.
- Meeting adjourned.