



East Mecklenburg Athletic Booster Club Meeting Minutes

Booster Club Board Planning Meeting - 6/20/2025 1:00 pm

Attendees: Ann Witmer, Ernest Winston, Courtney Farris, Nicole Bourget, AD Jason Fowler, April Storey

- Past President April Storey provided summary document from prior year with general parameters for booster club: 4 meetings, fundraising (concessions, sponsorships), and support of athletic teams.
- Prior year Booster Club used Google Drive for meeting minutes and game schedules (from AD Fowler) and Google Email (emeaglesbooster@gmail.com) – leave messages unread if it does not directly apply to you – or read and then mark as unread.
- Go forward plan:
 1. Concession Stand Inspection – in July or August, expect Mecklenburg County Health Department inspection of football concession stand; we must complete the Mecklenburg County Health Department form [prior year completed form provided to Ann/Ernest] – only football concession stand inspected [two sinks, hot water, open food]; NOTE: 2024-2025 inspected included the restrooms; provide Fowler notice of inspection date so that he can tell janitors to unlock main stadium bathrooms and ensure they are stocked with soap and in working order; inspection/permit cost \$75; look for school staff or volunteer who is Sani-Serve certified to get additional inspection point, but they would have to be present for the inspection.
 2. Booster Club Access to Concession Stands: keys are in the gym in a lock box and should be returned after use.
 3. Booster Club Bank Account – requires specific letter on CMS letterhead indicating who is being added to the banking account and who is removed; need to find a time for the officers to go to bank together to transfer authority.
 4. East Meck Athletics Spirit wear – recommend ordering new merchandise this summer to begin selling in August.
 5. Booster Club Master Calendar – made in Excel with all sports (made by Courtney) based on Fowler's game uploads to the Google Drive
 6. Sign-Up Genius for concessions – one account for all concessions; recommend having a concession committee to open/close stand for each seasons/teams/days

7. Sports Passes – due to new CMS, need to create individual sponsorship opportunities, which will include sports passes – To Do: (a) meet with Fowler to confirm structure, determine levels (confirm whether ticket prices will go up), determine how payments will be made, and how cards will be made (different colors per season/individual/family); (b) ensure correct app, Go Fan, for all teams, communications, and payments for sponsorships; (c) work on marketing, communication, payment, and promotions.
8. Booster Club website: maintained by officers; can include team pages, which may just reference what app(s) each team uses (or its Instagram handle); link to EM Athletic Zone (managed by sports marketing teacher/student – Jamison)
9. In August, during Eagles Nest/Open House events, Booster Club officer(s) speak (introduction BC, purpose of BC, opportunities for involvement/fundraising) and sell spirit wear.
10. Concession inventory – start buying and stocking football & volleyball concessions in August; ALL CONCESSIONS PURCHASED FROM SAM'S CLUB ONE THE ABC CARD]; contact Little Ceasars contact (Anne/Winston) – confirm price/structure of orders – tip delivery to card on file – orders (estimates) – two deliveries; Coke maintains coolers for orders – keep soda orders with Coke, but move water to purchase from Sam's [decide on Powerade/Gatorade – from Coke/Sam's]
11. Booster Club Meetings – beginning of each sports season (fall, winter, spring); use Google slides or Powerpoint) – prior slides can be utilized (in Google Drive).