



GLENBROOK NORTH

HIGH SCHOOL

GBN BOOSTER CLUB BOARD MEETING MINUTES 11/4/2020

Erin Denk opened the meeting at 6:10 p.m. All attendees joined the meeting virtually via Zoom.

MEETING ATTENDEES:

Name	Position	Attending
Erin Denk/ Garry Denk	President	YES <input checked="" type="checkbox"/>
Brian Lydon	Public Relations	YES <input checked="" type="checkbox"/>
Cari Stoneburner	Treasurer	YES <input checked="" type="checkbox"/>
Lisa Raju	Secretary	YES <input checked="" type="checkbox"/>
John Catalano	Athletic Director	YES <input checked="" type="checkbox"/>
Paul Vignocchi	Asst Athletic Director	YES <input checked="" type="checkbox"/>
Matt Purdy	Asst Athletic Director	No <input type="checkbox"/>
Kathi Burow	Senior Banquet	No <input type="checkbox"/>
Heather Wilensky	Spartanwear	YES <input checked="" type="checkbox"/>
David MacMillin	Yard Signs	YES <input checked="" type="checkbox"/>
Kari Knebelkamp	Jamboree	YES <input checked="" type="checkbox"/>
Cathy Burnham	Membership	YES <input checked="" type="checkbox"/>
Todd Speed	Concessions	YES <input checked="" type="checkbox"/>
Patrice Bazianos	Team Representatives	YES <input checked="" type="checkbox"/>
Melissa Schmidt	Party Boxes	YES <input checked="" type="checkbox"/>
TBD	Booster Bash	N/A <input checked="" type="checkbox"/>

Presidents' Report

Meeting dates for 2020-2021 school year:

Wednesday, August 12, 2020
Wednesday, September 9, 2020

Exec Only
Exec, General, Team Reps

Wednesday, October 7, 2020	Exec Only
Wednesday, November 4, 2020	Exec Only
Wednesday, December 2, 2020	Exec, General, Team Reps
Wednesday, January 6, 2021	Exec Only
Wednesday, February 10, 2021	Exec, General
Wednesday, March 10, 2021	Exec, General, Team Reps
Wednesday, April 7, 2021	Exec Only
Wednesday, May 12, 2021	Exec, General
Wednesday, June 9, 2021	Exec

- The October minutes were approved.
- Sports Award Night is next week.

Athletic Director

- The meeting today is on Zoom only today.
- Upcoming events: Next Tuesday is the Awards Night. The kids will do their scripts at home in a Zoom group. The MVP speeches will be recorded ahead of time. The video will be played at the end of the event.
- Thursday is a Signing Day for the 3 athletes that have committed to D1 and received scholarships.
- Girls and Boys Bowling and Boy's Swimming will start their seasons on November 16. Wrestling has been pushed to Summer season. Girl's gymnastics will run but we will be in two different gyms and judged separately. Cheerleading will be limited to dance and tumbling routines. Boys and Girls basketball has been reclassified to high risk. The basketball seasons have both been moved until Spring season by Governor Pritzker.
- All Fall sports that were able to play, they made it through their full "covid" season, meaning conference, regional and sectional championships.
- All certificates and awards that are not plaques will be mailed home. Plaques will be picked up.

Treasurer

- We have collected \$500 from the Fall sports teams as donations to the Booster Bash. Money has not been collected from all Girl's Swimming teams and Girl's Varsity Tennis.
- We have \$68,177 in our local bank account..

Public Relations

- Brian is communicating all the teams' successes via Facebook and Twitter.
- Reach out to Brian with any information about the teams that you would like to be promoted to Social Media.
- Let's consider moving our e-mail distribution platform from Constant Contact to Mailchimp to save money. We aren't sending enough emails from the Booster Club to make paying for Constant Contact worth the cost and Mailchimp would have enough functionality at a lower price for what we would need.
- I had provided an audit of the current Constant Contact email platform to Garry/Erin prior to the meeting. Discussed current status of email campaigns. In 2018/19 Boosters were sending about 20 email campaigns annually to a mailing list of approx. 860. In 2020 campaigns dropped to 8 (sent only in the early part of the year) due to COVID and board turnover, at which point mailings were paused.
- We determined that some of the past email campaigns were duplicative information to what is being pushed out on social media accounts (Facebook, Twitter, Instagram). We agreed that some of the more important information is still appropriate for email and moving forward perhaps a lesser quantity of emails may actually be necessary. We are going to have more conversation about targeted messaging content for future email campaigns, and seek to ramp back up once COVID passes and/or new sport seasons start up.
- Pricing for our current Constant Contact account is \$72/mo. (\$864/yr.) and we determined that by migrating our mailing list to a Mailchimp platform free account we would have nearly identical tools to facilitate campaign volume while eliminating the full cost of the email platform.
- Garry directed me to move forward with migrating our mailing list to Mailchimp and canceling the Constant Contact account. I will do this probably this week but definitely before the next board meeting.

Membership Representatives

Membership totals have remained relatively unchanged from last month.

Team Representatives

- Patrice to send another reminder to team reps to remind them of the Awards Night.
- Patrice will also send a reminder the teams that did not contribute to the Booster Club yet.
- Patrice not select team reps until seasons start.

Spartanwear

- 30 Rentals for the new Happy Birthday signs.
- Masks were ordered 3 times and very successful.
- Continued strong sales of the very popular Shermerville hats.

Jamboree

No report

Yard Signs

No report

Concessions

No report

Party Boxes

No report.

Booster Bash

No report.

Senior Banquet

No report

Respectfully submitted,
Lisa Raju, Secretary