

Minutes taken by Secretary: Kerrie Scroggins

Meeting came to order at 6:30PM

Meeting Attendees: Roy Hinrichs, Norene Hinrichs, Bill Scroggins, Kerrie Scroggins, Debra Apodaca, Ellen Wilson, Brian Catlin, Courtney Gray, Lori Blanton, Teresa Brumfield, Renee Spinler, Joel Blanton, Lori Ellis, Dianne Houlihan,

First Item of Business was passing of the Presidency from **Debra Apadoca** to **Roy E Hinrichs**

Old Business - Items discussed:

Report from January Football Banquet: The Report indicated the banquet was a success as parents and players enjoyed the evening. The Sheraton Hotel was very anxious for us to return again for 2011's year ending banquet. Coach Wheaton did express his wish to Debra that maybe next year we should consider having the banquet in Weatherford. His concern is that some of the players were unable able to attend as the distance was an issue. Everyone was in agreement that this would be nice and would be considered. It was suggested (by Roy) that if we do have the banquet out of the city, we might consider hiring a bus or two to take those athletes and fans to and from the banquet, from the school.

New Business - Items discussed:

The Coaches Report: Coach Wheaton and Roy discussed starting an informal "watching films" of the previous week's game each Monday evening, with this open to whoever wanted to attend. The purpose: to keep the momentum going and to encourage positive reinforcement for the players. This was done previously but discontinued as some parents continually expressed negative input.

Booster Club Memberships: Creation of new Booster Club/Sponsorship memberships were discussed and whether we should make different levels available; for example; individuals, family and corporate. The concern low memberships and making the community aware of what is happening with the booster club. A communications campaign could be started that could be done with flyers, phone messages (maybe through the school) and with increased exposure at concession stand and spirit shop. Roy has started a "Weatherford Football Booster Club "GROUP on Facebook and asks everyone to join the group. This will be a great way to post all sorts of last minute information and a great way to keep everyone informed and up to date on whats happening.

Booster club By-Laws: A Draft copy of the Booster club By-Laws were created and passed out to all those in attendance, to review and suggest changes at the next meeting. Investigation has been unsuccessful with locating any current/old Bylaws. There hasn't been any recorded and Roy strongly feels we should have a set to work by. Roy asks all members to review the Draft copy (also available on the website) and to provide any feedback, comments, changes, etc via email to "President@weatherfordfootball.com . At the March meeting, we will finalize any changes, suggestions, corrections, additions, and vote to ratify these Bylaws.

Spirit Shop: There was a lot of frustration discussion expressed with the Spirit Shop and suggestions were made to improve inventory, sales, and how the club could increase sales. This included making sales available at all (Home and away) games and an increase in sales on the web ONLINE store. A big problem expressed was the communications with the previous Manager and access into the Spirit Shop was not consistent and not well known. The Stadium Store is shared with other booster clubs. It was felt that there needed to be a change in Management for the Spirit Shop. We also discussed the Spirit Shop

trailer status and the need to inventory items that were either at the Stadium Store or in the trailer. The previous Spirit Shop manager was difficult to contact and had not provided an inventory or reconciliation of cash and receipts. Roy volunteered to contact the previous Manager and arrange to pick up the trailer before the next month's meeting. Roy will provide an updated status to the club. The spirit shop is still looking for a new Manager who is available on Thursday and Fridays' for all HOME and AWAY games. We would like someone who can open the Stadium Store or Trailer (for away games) about an hour before the games. We would also like to see the Spirit Store Trailer at many of the Jr. High games, as well. Dawn Guthrie has volunteered to assist where she can.

Concession Stand: This is also a source of concern and frustration as there is never enough volunteers. We discussed Courtney Grey being in charge of the concessions and what she needed to secure more volunteers. Suggestions were made for possible player parents assignments, working partial shifts -an hour or two by each Booster Club member, Varsity parents working at the JV games while JV parents working at the Varsity games, etc.

Trailers: There are three trailers owned by the WFBC. These are the Spirit Shop Trailer, the HORNS trailer, and the BBQ trailer. We discussed finding out where the trailers were and who currently was housing them. We discussed the TX registrations of each and how important it was to make sure these were done and street ready for our season. . A concern is to make sure they are secure and behind locked gates. Brian Catlin offered a possible location at his site. Roy will contact Brian and make arrangements.

Fundraising: Discussion regarding how to increase our funds and exposure. Suggestions included t-shirts, golf tournament, cookies, and spring game. We also discussed a marketing plan. This would include advertising and what the types of communication, we needed to secure; like the radio, clothing, exposure at other games and sports. As we are headed into the **100 years of Weatherford** Football, we all agreed to use this in our marketing for the upcoming year. This is definitely is a big item and a great way to use it in all the marketing and fundraising. We decided to set up a committee to work on the 100 year anniversary etc. Their first meeting will be in February.

Storage Unit: The WFBC has many items from the old Concessions stand in storage. We discussed finding out what was in the storage unit and what we needed to do with it. All agreed most of it was old and could be eliminated; Roy is planning on contacting the Storage Owner and making arrangements for cleaning it out. Maybe a Garage Sale or donation to other booster clubs.

Equipment Budget: Coach Wheaton's report to Roy, indicated that the school athletic budget has been cut by 30% and how this could and should influence some of our decisions as a booster club. The WFBC needs to aggressively seek out donations, sponsorship, and membership to offset these budget constraints. Roy has asked Coach Wheaton to discuss the WISH LISTS with his coaches and provide same to the Booster Club.

Introductions: All those in attendance introduce themselves and what their roles would be.

To end the meeting we discussed the different artwork examples that were displayed for the 100th Anniversary Celebration. Selection of a new logo for this needs to be done quickly and submitted so that our t-shirts and sweat-shirts will be ready in time for the season..

The meeting was adjourned by Roy at 7:20pm..