

## Social Media & Promotion Strategy

- Partnership with Maddie Lushtag for event photography
  - Has Google page, attends multiple events
  - Will coordinate better photo distribution
- District hired new social media person
  - Adam will invite to next meeting
  - Need to proactively request promotional posts from administration
- Promotion ideas for playoff games
  - Free student admission (OHSAA controls playoff pricing)
  - Raffle for free tickets with guaranteed entry
  - Youth night to bring families
  - Weekly email schedule to parents
  - Digital banner updates at school entrance
- Athletes visiting elementary/middle schools for 5-10 minute spirit visits

## Comet Classic Wrestling Tournament

- Dates: December 22-23 (Monday-Tuesday)
  - Weigh-ins 9am Monday, wrestling starts 11am
  - Tuesday weigh-ins 8am, semifinals 11:30am, done by 3pm
- Revenue goal: \$20,000
- Volunteer needs
  - Score table workers (student organizations for volunteer hours)
  - Wrestling parents handle hospitality room
- Booster responsibilities
  - Ticket sales, concessions, referee rooms, track wrestling fees
  - T-shirt sales coordination with wrestling coach
- 28-30 teams expected (can accommodate up to 32)
- Setup Saturday, youth league Sunday
- Rob's involvement uncertain

## Equipment Funding Requests

- Hockey goalie equipment (\$1,500)
  - Bentley Carpenter (9th grader) stepping up as emergency goalie
  - Athletic department denied individual equipment funding
  - Team fundraising and volunteer work proposed as contribution
  - Need itemized cost breakdown for decision
- Track nationals funding discussion

- Previous year: \$1,500 for 9 girls covered entry fees and partial expenses
- This year: ~11 girls expected to qualify
- Parents propose volunteer hours at concessions as contribution
- Entry fees estimated ~\$900, hotel ~\$250 per room
- Need itemized breakdown and fundraising plan

## February Fundraiser Planning

- Date: February 28 at rec center
- Format: Casino night with heavy appetizers, build-your-bar
- 50/50 raffle only (no basket raffles)
- Free admission for all coaches
- Team contributions: \$10 per player (up from \$5)
  - Teams can provide baskets or money
- Sponsorship opportunities available (can split costs)
- Lori Mohler coordinating donation requests
  - Fall sports contacted, winter sports next week
  - Due date: November 30

## Spirit Store Operations

- Strong sales performance: \$5,000+ over September 2024
- Friday hours: 3:30-5:30pm for public access
- Expanding presence: volleyball, soccer games, elementary schools
- PTA Holiday Boutique: November 8 at middle school
- Inventory challenges
  - Need better size distribution (too many XL/XXL, not enough M/L)
  - Switching suppliers due to order errors
  - Minimum order requirements (24-48 pieces) for quality brands
- Cyber Week promotion planned
  - \$50 gift card purchase gets \$10 bonus card
  - Featured item: \$65 hoodie marked down \$20
- Pajama pants needed for Friday pajama out

## Athletic Updates & Achievements

- Serena Wu: Runner-up at state golf tournament (led after day 1)
- Girls golf and tennis advanced to districts
- Volleyball districts: October 20 vs Wooster at Olmsted Falls
- Girls soccer districts: October 21 vs Cuyahoga Falls

- Boys soccer districts: October 22 vs Eastlake North (home)
- Cross country regionals: October 25 at Boardman
- Winter sports start October 24 (basketball, hockey, swimming/diving)
- JV boys soccer: 11-1-4 record
- Pool construction ongoing, roof completion by end of November

## Technology & Communications

- LED scoreboard delivered, setup meeting tomorrow 9:30am
- Advertising animations ready for winter sports
- Added 200+ new email addresses to booster hub system
- Weekly schedule email distribution proposed
- Canva nonprofit subscription requested for graphics
- Social media template tools available (\$300-400 for all sports)

## Action Items

- Adam: Talk to Jim about promotional strategies, social media coordinator invitation
- Lindsay: Get itemized equipment costs for hockey goalie gear
- Track parents: Provide itemized nationals cost breakdown
- Evan: LED scoreboard setup and training tomorrow
- Tara/Darcy: Continue spirit store expansion and holiday promotions
- Lori Mohler: Coordinate youth program yard sign initiative