



Eastlake Football Booster Club

Meeting Minutes 08-02-2018

1. Call to Order

Meeting was called to order by EFBC President Sarah Olivas at 6:34PM.

2. Minutes:

Minutes from 7/26/2018 were reviewed and approved.

3. Officers' Reports

President's Report: Sarah Olivas welcomes new attendees and introduces Coach Calderon and Mr. Martinez. An introduction to fundraising idea and Falconpalooza were presented. Sarah also introduced Club Officers.

Treasurer's Report: LeeAnn Wells reported on club finances and operations. Parent Booster USA Membership and 501c status have been achieved. The club merchant services account is active, and the checking account will be finalized by August 7.

4. Committee Report

Falconpalooza Committees report:

- Donations: LeeAnn Wells reports donations are needed and will be requested via a parent letter. Donations are also being sought from community members and businesses.
- Sponsorships and Vendors: LeeAnn Wells reports Sponsorships that have been confirmed include Dave and Busters, Starbucks, Dollar General, and Cheddars. Additional Palooza Sponsorships are pending. A slime vendor booth has sold. The push for vendor booth sales will continue.
- Falcon Store: Sarah Olivas reports the Falcon End Zone Store will be offering t-shirts in 3 different colors, embroidered purple ties, spirit rally towels, car flags, as well as home flay and light bulb packages. Designs will be finalized Monday August 6.
- Concessions: No report at this time.
- Promotional Committee: Promo flyers were prepared, presented and approved. They will be disbursed to Eastlake and feeder schools, as well as public postings around Horizon City. Mr. Martinez agreed to present the flyers at the Principal's meeting Friday. The promo flyer will also be spread via social media and through the Booster Club webpage.

Additional committees shall be appointed closer to the event to include setup committees, etc.

5. Athletic Director's Report

- a. Mr. Martinez welcomed all guests, and offered his enthusiasm. Mr. Martinez has agreed to pay for security for Falconpalooza, and reports custodial fees will be \$25/employee required.
- b. Coach Calderon reports a mandatory parent meeting will be Wednesday August 8 at 6pm in the small gym, as agrees to allow the Booster Club to present.

6. Unfinished (Old) Business

- a. Old business included the review of the Blow-Up Run Through Tunnel. The graphic rendering was shown and approved. Tunnel will be ordered. A tunnel committee will be formed. Mr. Martinez will look into storage for the tunnel.
- b. Sponsorship incentive packages were discussed and tentatively approved.
- c. Falconpalooza is on track and will continue to be the club focus.

7. New Business

- a. Falconpalooza
 - i. KLAQ had agreed to place a 30-second commercial into rotation free of charge.
 - ii. Imperial Border Squad has requested a place to change and secure their belongings. Coach Cal agreed to allow use of the locker room.
 - iii. "Meet the Falcons" was discussed. It was agreed that teams will be introduced as a whole on the stage during the Palooza. We will also be reaching out to the littles team and the feed school teams to introduce them as well.
 - iv. Maribel Jones will be donating the use of 2 jumping balloons.
 - v. Parking lot schematic was presented for review. Next meeting, we will begin the layout assignments.
 - vi. We will be needing 2 port-a-potties to supplement the use of bathroom facilities in the school.
 - vii. Hector Hinojos will run and operate a "corn in a cup" booth and donate all proceeds to the Booster Club.
- b. Other Fundraisers
 - i. Linda Miner from Great American Opportunities presented today. She reviewed flash fundraising, tumblers, and other ideas. Flash funding will occur after Falconpalooza.
 - ii. Freshmen/JV media guides will be produced and sold.
- c. Coach Calderon's Calendar
 - i. Parent Meeting will be August 8 at 6PM in the small gym
 - ii. August 13th is the first day of practice.
 - iii. Picture Day/ Media Day will be Saturday August 18th at the SAC from 8AM-10:30AM.
 - iv. August 23rd will be a scrimmage at Parkland. Freshmen: 5PM, JV: 6PM, Varsity: 7:30PM
- d. Social Media Presence
 - i. Our twitter, IG, and FB accounts were introduced.
 - ii. A brief review of the website was given, including what information may be found there, and ideas accepted for additions to the page.
- e. New Memberships were placed today: Christi Robles, Ruth Gonzalez, and Maruo Guarjardo.

8. Announcements

Next open meeting will be Thursday August 9, 2018 at 6:30PM in the Eastlake Library.

9. Adjournment

Sarah Olivas opened for a motion to adjourn. LeeAnn Wells motioned, Lizette Velasquez 2nd the motion. Sarah Olivas adjourned the meeting at 7:59PM.