

Viking Backers General Meeting Minutes

Monday, November 4, 2019 @ 6:30 pm

Media Center

1. Welcome - Jim
 - Jim remarked how 10/7 meeting attendance was great & we should continue to promote new parent participation.
 - Jim wants to be sure VB continues to keep improving and to have goals, objectives, & ways to measure success.

2. Administrative report - Brian Rau
 - Many of our sports teams have had a lot of success this season. Also, there has been a lot of support between different sports teams attending each others' competitions.
 - Winter Sports meeting will happen on 11/11 and a mental health professional will come and speak for a few minutes.

3. MTH Marketplace - Lisa Scarbath
 - Lisa Scarbath submitted her report which mentioned the following:
 - Great community event - lots of local vendors
 - Made over \$5000
 - Needed more volunteers (AM shift was great, but people complaining that volunteers disappeared. Many vendors didn't get relieved or asked about food); hard to get volunteers because of Sat following Homecoming?
 - Only band, cross-country, and girl scouts participated from school

 - If / when we do it again?
 - Easy event to run
 - Easy moneymaker
 - Lots of organizing beforehand, but doable with 2-3 committee members
 - Concern that we* undercut Oakland Mills' traditional event on 11/2 (*Howard 10/5 and MRHS 10/12 also copied from us - MANY of the same vendors used)
 - Should it be Spring? Fall?
 - If we do it again, it would be good to have a consistent date, like Liberty, Catonsville, and Glen Burnie HS do.

 - Concessions took in about \$630 (less than last year), but we did not lose money. Left-over food was sent to Grassroots.
 - VB should pursue finding another or others to assist Lisa with future Marketplaces.
 - There was discussion about possibly having the event in the Spring since the Fall date was one of many October weekend events in a row.
 - Brian Rau will share the contact info for the Community Coupon Book fundraiser with winter sports.

4. Sponsorships / Fundraising - report from Jenise
 - Jenise is meeting with Jackie Wilson to work on website including info on 5 levels of sponsorship and what benefits come with each (i.e. - ads on website, indoor & outdoor banners, shout-outs during games).

Viking Backers General Meeting Minutes

Monday, November 4, 2019 @ 6:30 pm

Media Center

- The website needs to be upgraded (and we have to pay to upgrade the site), and it was mentioned that the website upgrade should be done over the holiday break when she anticipates traffic will be lowest
- Jim mentioned that Backers should sponsor ourselves & put up banners advertising membership.
- Brian said given how much we receive from them, Greg's and Street Smarts Driving Schools should receive complimentary banners (which could also be beneficial to VB, since it could increase those taking their classes at MHHS).
- PTSA & VB fundraisers have been combined this year, and VB is committed to giving PTSA \$10K for afterprom
- Jim said VB sponsorships need to start fresh, but there is concern about taking down banners from previous sponsorships. (Brian mentioned in previous years, sports teams made their own deals with sponsors which included banners, but VB does not know all the different agreements that were reached.)

5. Homecoming Concessions - Dana

- Jim thanked Dana, Karen, Tammy, and Amy and the entire concessions team for all they did.
- Dana also thanked Jim for all his hard work.
- Dana reported we took in \$4755 (compared to \$3300 last year)
- There might have been too many volunteers since the band tent sales were fairly low. (Concessions was unaware that the band was given lunch prior to the game. Concessions has requested the Marching Unit President give us a heads-up if that will happen at future games.)
- Food sales in the stands were good.
- We've done over \$15,000 in Concessions this year so far (\$5K greater than last year at this time), plus we will be selling concessions at the fall theater production.
- Dana is considering getting a square device(s) so concessions can take credit card payments.
- Brian mentioned that we will only have 4 home football games next year (it's 5 this year), so that will affect how much we sell.
- Someone mentioned the signing / advertising of the special Homecoming food items wasn't clear (Tino's wraps, brownies), and they recommended we include photos.

6. Basket Bingo - Dana

- There are only 85 tickets remaining of the 300. The goal is to not have to sell at the door.
- The volunteer sign-up genius has been sent out and is mostly filled.
- "Mystery cups" for \$20 (rather than Mystery Balloons) will be sold at the event and they will have gift cards in them for \$20 and up.
- The committee says they are a month ahead of schedule on everything!

7. Spirit Wear - Dana

- Not all Homecoming shirts sold, so each sweatshirt sold came with a free shirt.
- Free shirts were also given to the cheerleaders to throw into the stands.

8. SGA Rep

Viking Backers General Meeting Minutes

Monday, November 4, 2019 @ 6:30 pm

Media Center

- No report provided
9. PTSA Liaison - Laura Munns
- A new, shorter (1 or 2 day) ACT / SAT class will be offered
 - Next PTSA meeting is 11/12 (6:30pm - presentation on SAT class, 7:15 - meeting start time)
 - A sign-up genius will be going out to provide a meal for staff on 11/26
 - Redistricting info was provided:
 - ❖ 11/19 - last day to submit written testimony
 - ❖ 11/21 - Day Board of Ed will vote
10. Treasurer Report - Chris
- As of Friday, VB has approx \$115K in cash with \$85K already committed (included \$10K for afterprom)
 - We expect an invoice of \$2K from Vocelli's for Fall Concessions orders.
11. Holiday Tree Trim Sale - Jim
- The EMS reservation for the Grassy Area is approved for 11/25 to 12/22
 - VB can advertise to clubs that they can sell concessions at the tree sale
12. Membership - Monica
- Our membership is approximately 50% of what it was last year. The online membership is the same number, however, since we are not doing much "in-person" membership drives, that is the difference. Monica does plan to attend the Winter Sports meeting to try to promote more sign-ups.