

**PTYCA Board Meeting #1 (2014)**  
**Friday, January 24, 2014**  
**Minutes**

The PTYCA board met today in order to close 2013 season and to discuss upcoming events and business for the 2014 season. Members in attendance were Kim Martin, Jodi Westhoven, Shannon Edeburn, Kim Peters, Stacey Griffith and Allison Wilding.

**2014 BOARD MEMBERS** – Open election was held with nomination forms being accepted from November 2013 – present. There were 2 open seats on the board; Vice President and Secretary.

- VICE PRESIDENT - Allison Wilding completed nomination form and has volunteered to be Vice President of PTYCA. Board voted 4:0, unanimous and she was welcomed to the board. Jodi will review responsibilities with Allison at the end of the meeting.
- SECRETARY – Mara Fisher completed a nomination form and has volunteered to be Secretary of PTYCA. Board voted 4:0, unanimous and she was welcomed to the board. Mara was unable to attend today's meeting, Shannon will review responsibilities with Mara. It was discussed and decided that Stacey will assume responsibility of responding to/managing the [info@ptyca.org](mailto:info@ptyca.org) emails and the Kim P. will assume responsibility of PTYCA Facebook page and communications until Mara has more experience in the organization.

**FUNDRAISER** – A representative from Sarris Candy was present at the meeting today to review alternative fundraising opportunities. Options of selling candy bars vs Easter candy was discussed. This will be for the individual fundraiser, which is optional to help offset the cost of uniform pieces.

- Candy Bars – 36 bars with an upfront cost of \$72 per box. Seller makes 50% profit on candy bars. Different scenarios on how to manage funds was discussed. Ultimately was decided that this will possibly be an option, pending Sarris rep's availability to distribute boxes on registration day.
- Easter Candy – 3-4 weeks from turning in orders to delivery of candy. Earning percentage varies depending on total organization sales. We estimate 30% earnings to seller to use toward uniform pieces. This fundraiser will replace the cookie dough fundraiser that we have used in the past.
- Sarris will donate a gift basket at the end of the season to PTYCA to use as an additional fundraiser at board's discretion.

**FINANCIAL STATEMENT** – Kim P provided the financial statement to close 2013. Coupon book fundraiser netted a \$12000 profit to the organization. Concession stand netted \$6700 profit for the season. Kim P will prepare a budget for the 2014 season taking into account expected expenses for the season. Possible equipment that will need to be replaced/repared are some of the iPods for the coaches. Kim M also made the suggestion of purchasing new shoes for all of the cheerleaders as the plan is to change the style of the shoe. Also there was a suggestion to purchase new pompoms for all cheerleaders. Allison to investigate options with Damon (from TuTu for shoes) and with Varsity regarding cost of pompoms. There was also the possibility of new warm up suits for the cheerleaders. Gift back to cheerleaders would be approximately \$83 per cheerleader, assuming 180 girls register for a total of \$15000 going back to the cheerleaders. Additionally Allison will contact the rep from Varsity for her to potentially attend the next board meeting.

**CONCESSION STAND** – PTYCA's involvement with the concession stand was discussed at this time. The concession stand netted approximately \$6700 for the organization. Stacey would like to discuss with football the possibility of responsibility of operating the concession stand in the fall being shifted to PTJFA. She is concerned that the number of hours put into running the stand and keeping track of who worked when vs the overall profit/benefit to the organization are offset. Allison volunteered to help Stacey with running the stand in the fall. Item was tabled at this time with discussion to occur at a later board meeting due to the interest of time.

**REGISTRATION** – an increase to the fee was discussed but not decided at this time. Suggest raise cost to \$75 per cheerleader. Keeping "sister" discount of \$10 off for additional family members. Online registration will be omitted this season as there are very few families (10%) that use the service and there are additional fees associated with it. Discussion regarding coupon book fundraiser vs. raising fees was also discussed. Registration fee for 2014 season was ultimately not decided upon.

**CHEER CAMP 2014** – Over the last several months, Shannon and Stacey have been having conversations with Dana from Prefexion Cheer Gym regarding the possibility of changing vendors for the cheer camp.

- DBL – cost of camp would remain the same - \$6000, including music editing. They are able to accommodate the dates and times of camp same as they were last year.
- PREFEXTION – cost of camp would be a “per person” cost with the initial bid being \$50 per cheerleader = \$9000 if assumption is made that there will be 180 cheerleaders who register. There would be an additional \$800 charge for editing music. Dana is not able to accommodate the dates that we have requested for our camp. Her studio is available the last week of July.

Pros and cons of both studios was discussed among the board. Ultimately the decision was made to stay with DBL due to the consistency of the dates of camp. Stacey was to contact Dana again to see if there was any flexibility with dates and/or cost. At this point – it is likely that PTYCA will stay with DBL for choreography camp.

**PARENT MEETING** – Discussed and decided in the interest of time and scheduling that there would be an informational parent meeting the day after the next board meeting – Thursday, February 20<sup>th</sup> at the Rec Center. Communications for event to be sent out via Constant Contact, Shelly Belcher, the Almanac and thru the elementary school PTA’s if possible. Items to be discussed will be registration, fundraising (individual and organizational), uniform requirements/pricing, financials; requirements of cheerleaders, parents and coaches

#### **UPCOMING DATES**

- Wednesday, February 19 @ 9am – PTYCA BOARD MEETING – Rec Center Board Room
- Thursday, February 20<sup>th</sup>, 7-8pm – PTYCA PARENT MEETING – Rec Center
- P&R Board Meeting – **February ??** at Atria’s restaurant
- REGISTRATION – Saturday, March 8<sup>th</sup> – 9-12n – Rec Center
- SARRIS ORDERS DUE – Thursday, March 20<sup>th</sup> to Kim Peters
- UNIFORM FITTING/SWAP – Wed, April 2<sup>nd</sup> and Thurs, April 3<sup>rd</sup> -6p-8p – Community Room (near police station)
- SARRIS DISTRIBUTION – Saturday, April 12<sup>th</sup>, 10-12 – Rec Center (??)
- **TENTATIVE** SUMMER DATES:
  - MANDATORY COACHES SAFETY CLINIC – Friday, Aug 8<sup>th</sup>
  - CHOREOGRAPHY CAMP – Aug 8 -16 (actual schedule will vary by squad)
  - CHEER PICTURES – Sunday, August 17th (actual schedule will vary by squad)
  - CHEER CAMP at ELM GROVE – Monday, Aug 18 – 22 (6-8pm\* times may vary per by squad)

Meeting adjourned at approximately 12:50pm.

*Minutes prepared by Shannon L. Edeburn, PTYCA Secretary*