

# VIKING BACKERS

## Minutes of Meeting

Date: 7 December 2009

Venue: Teachers' Lounge

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**Attendees:** Cordt Goldeisen, Debbie Batzer, Tonya Day, Greg Dahle, Pam Jones, Katherine Martinez, Bill Neugebauer, Jeannie Prevosto, Tracey Tavai

**Apologies:** Lisa Arens, Dave Bleyer, Debra Flentje

### INTRODUCTIONS:

Cordt called meeting to order at 7.10pm and everyone present was familiar with each other that no further introduction was required!

### PREVIOUS MEETING MINUTES:

Tracey (after much pressure) briefly summarized minutes! No additions or corrections confirmed. Everyone present moved to approve and seconded minutes from meeting 11.02.2009.

### PUBLICITY:

#### *Website:*

After our initial website lesson with Rob Trainer no one has been able to spare the time to further update our new website. Currently we need a) to add several HTML links to certain sponsors b) add Vehicle for Change to sponsor list c) post new members and d) start advertising Vegas Night.

All the above can be done by Tracey or Debbie with the exception of adding HTML links. Debbie will contact Rob to see if he can hold another information night and give Viking Backers more access within website so to independently make changes as necessary and required.

#### *Vehicles for Change:*

Cordt made contact with Marty Schwartz who will have an incoming freshman daughter attend MTH next year. His business is called Vehicles for Change and we are going to partner with him to promote his business. Viking Backers will benefit by receiving a donation of \$150.00 per car sold and \$150.00 per car donated. Additionally, Marty has said will give us a donation certificate to be used at our silent auction on Vegas Night.

To promote this partnership Backers will add Vehicles for Change to our website sponsor list and Debbie is going to set up a "click here" link for persons to access the \$150.00 coupon. This link will help us to keep track of the donations. Viking Backers will also have fliers made up specifically to give to all students involved with the driving courses and their parents and several email alerts will be posted.

### WAYS & MEANS:

#### *Holiday Tree Sales:*

MTH Marquis is now advertising the Holiday Tree Sale and to further publicize this event we have a new generic banner in use by the alternate entrance to MTH (thank you to Debra who organized this with our Coke Cola rep) The original yellow banner is in use near the main entrance to MTH.

Compared to same time last year sales are a little behind. Last Friday and Sunday were popular days but the snowfall on Saturday kept people away.

Joseph Blevins brought in the new yard signs which he organized (thanks Joseph – signs look great!). Aside from looking great, these signs are generic and therefore reusable so Joseph would like them returned upon the end of this event.

Viking Backers will place these signs in and around Hebron general area. Together we decided the areas to target should include: all cross roads in Hebron area, Rita's, Dunkin Donuts nearby Worthington Elementary, all feeder schools ie Hollifield Station, Patapsco, Ellicott Mills etc. Please note: signs going on any State Road can only be placed after 5pm Friday and MUST be collected before 9am Monday and please ask permission first before placing any signs on private property.

*Aramark Concession at Ravens Games:*

After mentioning this above idea at November's meeting, Greg returned to update us (Thanks for your time Greg!)

To briefly summarise: Aramark have the current concessions contract at M&T stadium and Camden Yard (nb: the latter is up for renewal next year).

Greg starts off by saying that he is happy with the conversations and responses he has had thus far with a representative of Aramark. He said it should be easy to form a relationship with Aramark which he stresses is necessary from the beginning.

Basically to get involved, Viking Backers need to provide manpower which can vary in numbers, however Aramark need exact numbers prior to event as this number will dictate the end designated spot. Viking Backers need to be aware that the bigger the group the better the profit, as Aramark give 10% of profit made at designated spot, on the night. Aramark decide on concession product and this will decide on the age(s) our manpower can consist of. If alcohol is involved then persons must be 21+ and to handle money, persons must be 18+. Otherwise younger persons can help out and students can certainly get service hours for assisting.

Viking Backers present tonight are in favor of giving this concession a trial run, and think it a good idea to include only Viking Backers members to trial for the first time. It would be preferred that we try for a Sunday or Monday night and hope scheduled night does not clash with any Mt Hebron Activity. After this trial we would sit down and work out a schedule of sorts, one suggestion is to assign each team/club to one game.

Question for Greg to find out answer: how many games do Backers need to commit to per season/year?

*Membership:*

It was decided not to push for new members during the winter sports season due to low numbers of students participating in winter sports. Traditionally, the best time to push membership numbers are in the Fall and Spring where more students/parents/clubs are involved.

In lieu of a winter membership drive, Viking Backers will set up a table at the following events: MTH Varsity Basketball Tournament 28+29 December, Freshman Orientation Jan 12, and the Cheerleading Competition 30 Jan + 6 Feb.

An idea was brought forth by Greg: ask our Under Armor representative what product is most appealing to high school students and incorporate this product to advertise Viking Backers and have it available only to those who become members. This idea was met with much enthusiasm and Debbie will contact Under Armor to look into this further (Debbie will make sure end product doesn't conflict with our own range of spiritwear).

*Concessions Update:*

Cordt made mention that Debra (Concessions Chairlady) is retiring from this position next year as her youngest graduates MTH (this was met with much despair as Debra does such a wonderful job!). We need to recruit someone as soon as possible to take over this important position. Tonya who currently helps Debra is not able to take on this position but is happy to give help to the person who does! Tonya has several persons in mind that she will approach about this position and will update with outcome at next meeting.

Winter Sports parent representatives are all in place and very eager to help out, in fact Tonya said she was contacted by different reps before she sent out her general email which is great as it shows how on board they are!

Tonya and Jeannie made mention of the two cheerleading competition being held at MTH. Firstly, on January 30, 2010 (11am-3pm) a competition involving a minimum of 20 teams (amounts to around 500 cheerleaders and that doesn't include their parents!) Secondly, on February 6, 2010 (10am-1pm) Varsity only competition involving 12 high schools, each with teams of 20 and under.

These cheerleading competitions are very important to Viking Backers as their sheer numbers will provide us with a lot of foot traffic in and out of MTH's front entrance. Jeannie has said Viking Backers can have half of the space of MTH cafeteria so we can run our concessions and that we could have the edge over other vendors as we will have the use of cafeteria tables for people to sit on! MTH cheerleader parents have already been asked to step up and help out but we also need to recruit more volunteers. A planning meeting for this event will take place in Jan 2010 – date tba.

**NEW BUSINESS:**

- Should Viking backers set up a table at the Howard County Science Fair?
- Send out an email alert playing up the non-sport contributions Viking Backers have made and definitely mentioned words "Viking backers have met & funded....."?
- Are Floyds Barbershop still interested in a partnership with Viking Backers as to date Cordt has had no success with his telephone calls being returned – Tonya to update?
- Vegas Night Idea: Join Viking Backers that night and get extra poker chips?
- SAT classes – Katherine has been approached by Suzanne Aubin (reading teacher at Patapsco Middle) to see about the possibility (through Viking Backers), if she can run some SAT prep classes at MTH as she is inundated with students wanting her to tutor them and currently tutors every night from her home. (Nb: Viking Backers present wondered why our current SAT prep class run by Maryanne are not filling and the general consensus is Maryanne is not as well known as Suzanne and that more parents/students know of Suzanne. Katherine is going to follow this up by asking Suzanne to come up with ways and means herself, so to avoid our conflict of our current SAT class tutor.
- Viking Backers need to recruit a person to take over Katherine's position of organizing Viking Backers taxes.

No other topics for discussion.

Meeting adjourned at: 8.25pm

Next meeting: 11 January 2010