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**TURF FUNDRAISING MEETING AGENDA**

DATE 11/03/13

- I. Call to Order: Bill M called the meeting to order at 4:16 PM  
Attendees: Jerry Pizzo, Bill Meier, Jan Meier, Cindy Muscarella, Rick Covey, Jeff Hahn
- II. Old Business
  - A. Facebook status – up and running
  - B. Thermometer status – in work
  - C. Fundraising contacts – initial contact made by persons noted
    - i. Tierra Linda - Cindy
    - ii. La Mariposa - Kelly
    - iii. Las Colinas - Cindy
    - iv. Santa Rosa - Bill
    - v. Pleasant Valley PTA - Cindy
    - vi. Rancho Campana - Bill
    - vii. Cougars – Bob
      - a. Brief on Wed 30 Oct
    - viii. Cosmos – Bill
      - a. Sean Morreale, Cosmos president, attended previous SABC meeting
    - ix. AYSO – Bill
    - x. Roadrunners - Julie
    - xi. ACHS teachers – Bill
      - a. Brief on Tue 5 Nov
    - xii. ACHS coaches – Bill
      - a. Brief on Fri 15 Nov
    - xiii. ACHS Band - Cindy
    - xiv. ACHS PTSA – Bill
      - a. Brief on Tue 5 Nov
- III. New Business
  - A. Donations spreadsheet
    - i. Cindy to maintain
    - ii. Contact info
    - iii. Type & amount of donation
    - iv. Aggregate multiple donations from same donor into net amount
  - B. Flier
    - i. 2 versions
      - a. store window
      - b. detail
        - (1) mailing address



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- (2) phone number
- (3) mention field events – shot put & discus
- (4) mention soccer, track, lacrosse
- C. Banners
  - i. Cindy designing
  - ii. Locations
    - a. Santa Rosa road
    - b. Front of school
    - c. Lower lot
    - d. Fence along hill down to field house, visible from Verdugo
- D. Bumper sticker
  - i. Got turf? Window clings
    - a. Handouts for advertising – no charge
    - b. To coaches to hand out to athletes
    - c. Classroom windows
    - d. Businesses
    - e. SABC members
  - ii. Bumper sticker
    - a. “got turf?” – same as window cling
    - b. design to Carolyn
    - c. also free handouts as advertising
      - (1) remove from webstore
    - d. removable
- E. Fundraising ideas
  - i. Axxess
  - ii. ~~Car magnet~~
  - iii. Glenn – school fundraisers need to be a competition with a reward for students
    - a. Stephanie - Turf dollar day, 1 day per month / week
  - iv. Abbie – chart on Athletic funds distro
  - v. Stephanie
    - a. Turf 5k run
    - b. Brew / wine fest that costs less than last one – Camarillo House?
    - c. Car wash every weekend
    - d. Casino night
    - e. Hold off on any of these – need to concentrate our energy on direct donations
- F. Turf dropbox at school
  - i. All donations encouraged to be paid for online or mailed to our mailing address



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- ii. Some donations will come in to the school anyway
- iii. Would like to avoid tasking any school administration with accepting donations brought to ACHS in person
- iv. Ideas
  - a. "Plant" a drop box mounted on a fence post in concrete outside school main office
    - (1) remove after fundraising is complete, restore grass
  - b. Put together the same drop box, but mount it on a stand to place inside the office
  - c. Bill to check with Glenn and get approval before implementing
- G. Webstore
  - i. Active Network
    - a. They are changing the way our account is structured
    - b. As of 31 Dec, we have 3 options
    - c. Move our webstore to a different host
    - d. Keep our webstore as is, with the same percentage fee for each transaction, but we will no longer be able to get any modifications made to the store
    - e. Migrate to comprehensive point of sale product
      - (1) Purchase software licenses and pay for support to continue on the Active Network site
      - (2) Tracks software license: \$1,120
      - (3) Software support plan: \$800 / year
      - (4) Software maintenance plan: \$400 / year
      - (5) Training is extra
      - (6) Per transaction charge down from current 4.25% to 3.99%
      - (7) Tracks software license for 1 computer, not Mac compatible
      - (8) No browser interface
      - (9) We would be responsible for store updates
    - f. Active also offers a Fund Accounting tool
      - (1) Would replace our existing accountant
      - (2) License: \$700
      - (3) Support: \$350 / year
      - (4) Maintenance: \$200 / year
      - (5) Training extra
      - (6) Single computer license, not Mac compatible
    - g. Since comprehensive point of sale is hosted on a single computer
      - (1) Not very practical for SABC with no physical location
  - ii. To move away from Active Network, several options:
    - a. Rework website completely



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- (1) Include e-commerce site
- (2) Add more professional look and feel to website
- iii. Just new webstore piece
  - a. Shopify is one possibility
- iv. Would prefer to tie any option to our existing Authorize.net account
  - a. Cost to add AmEx to Authorize.net account?
    - (1) % fee per xaction
    - (2) minimum charge
- H. Fall Sports Awards Night
  - i. Request 5 minutes for presentation
  - ii. Bring bumper stickers and window clings to hand out
- IV. Adjournment