

ICEMEN MANIACS BOOSTER CLUB

Full-Membership Meeting (EVPL Central Library)

September 19, 2015

Meeting Begins at 2:05 PM

15 members present

President Dixie Halber presides over the meeting

Financial Report & Cowbell Sales Update:

- Steve Halber reports that we have \$3,279 in the bank, including membership renewal fees collected today
- Sold 861 cowbells in 2014-15, down about 30% from 2013-14 (attendance was down as team was struggling)
- Should get a boost in 2015-16 with additional offering of larger cowbells

Fund-Raising Report – After Dixie Halber & Anita Ice Met with IceMen Director of Development Brian Vaal:

We're looking to work more with the IceMen office on booster club fund-raising, and the office wants to help...

- Car Wash: Vaal wants to do a car wash fund-raiser for the booster club, with the players making an appearance
Lucas Oil Center would do all of the washing; Players would only be there for publicity; Booster club gets share of sales
- Chuck-A-Puck: Office would like booster club to work Chuck-A-Puck for 1-3 games this season
Need 6-8 people to make it work; Club would receive 25% of net sales after nightly cash prize is paid out
Many prime dates have already been claimed by other non-profit organizations; Need to select our dates ASAP
- Ticket Sale: Office can give us a block of 100 "goal zone" seats to sell for any desired home game
Face value is \$18; We would buy for \$13 and sell for \$15
Interest around the room is mixed; Worry is that we could have trouble selling them
Best chance for success would be a weekend game against Indy or Fort Wayne – promote to their fans via social media
Rick Lewallen idea for variation to propose to the office: Instead of us doing the selling, we provide the office with leads
(We give them a contact for a business or church group; If they buy tickets, we get a share of the group sale)
- Locker Room Nameplates: Office will be providing us with old nameplates again

Service & Event Report – After Dixie Halber & Anita Ice Met with Brian Vaal:

Some of what we do for/with the team will remain the same, but some things will be changing this season...

- Household Goods for Player Apartments: Basic inventory done; Want to set up bins on Friday 9/25
Players officially report to camp on 9/30, but most will be in town a few days before that (some known to be arriving 9/27)
- Home Game Snacks/Drinks for the Players: At the request of the office, we will be changing what we do...
After 6 years of providing fruit for every game, we won't be doing that anymore (too much goes to waste)
(Can still provide PowerBars and similar "energy snacks" though)
New focus will be on providing beverages – ideally Coke & Powerade (NOT Pepsi/Gatorade – Ford Center is a Coke building)
Plan is to buy 36 cases of each at Sam's at start of season and make one big delivery to office; Can buy more later if needed
- Training Camp Breakfast: Office would like us to start providing simple breakfast each day during training camp
Bagels, peanut butter, jelly, coffee, juice, milk, etc.; We'll deliver and they'll set it up
Camp begins 10/1 and continues until 10/16; Won't need items on 10/9 and 10/10 (pre-season games in Fort Wayne)
- Airport "Taxi" Service: Office would like us to start providing airport "taxi" service as players come and go during the season
We would put together a list of trustworthy volunteers who are approved by both the booster club and IceMen office
Confidentiality would be paramount, as players coming and going might be due to not-yet-announced transactions
- Booster Club Events with the Players: At the request of the office, we will not be doing stand-alone player events anymore...
Instead, we can occasionally (2-3 times per season) have a post-game meal with the team at the Ford Center
Ford Center would cater; Vaal will get us pricing information, but cost is believed to be roughly \$10 per person
We pay for the players' meals and, in exchange, booster club members are able to attend (and eat too if paying for it)
[No more stand-alones because of scheduling difficulties, and players were overwhelmed by 4 Christmas parties last year]

General Announcements:

- Season Ticket Holder Perks: Ticket pick-up will be October 3 at the Ford Center's Corner Club
Also, home games will now have a special STH-only entrance
- Pre-Season Open House: Event will not be at the Ford Center this year; Instead, it'll be at the Old National Bank HQ
Scheduled for October 13 from 6 to 8 PM; Player meet and greet will be held in the atrium

New Business & Open Discussion:

- Michael Shockley reports that he has been in touch with Bridget McDonald about in-game promotion for the booster club
Bridget has been given a booster club blurb for PA Announcer Tommy Mason's pre-game script
Michael will also work with Emcee Stephen Rickard to mix in additional PA plugs as needed throughout the season
- To help new players adjust to life in Evansville, we'd like to get them some "Welcome to Evansville" info packets
We could put together some information ourselves, but we'd also like to get materials from ECVB and the like
- Making new booster club members feel welcome remains an issue; New board of directors will implement a new process
Anita Ice will be welcoming fans and shaking hands as they enter at the home opener
- Rick Lewallen suggests that in the future, we should explore options for holding online meetings or conference calls
Might make it easier for out-of-town members to "attend" booster club meetings
- Dixie Halber will be seeking volunteers to work the booster club table this season; Google Doc to be posted soon

Election for the 2015-16 Board of Directors:

Michael Shockley facilitates the election...

- Announcements: Before starting, we must first thank and applaud a few people...
After 7 years as President, Dixie Halber is stepping down and into a mentoring role as Vice President
After 7 years as Secretary, Amanda Shockley is not seeking re-election and will bid farewell to the board
After 1 year as Member-At-Large, Rick Lewallen is not seeking re-election and will bid farewell to the board
- Election: With no contested races, this year's election will be a simple vote of confidence for the slate...
President: Anita Ice (3rd year on the board and 1st as President)
Vice President: Dixie Halber (8th year on the board and 1st as Vice President)
Treasurer: Steve Halber (8th year on the board and 8th as Treasurer)
Secretary: Jennifer Brinkman (1st year on the board)
Member-At-Large: Michelle Shuler (1st year on the board)
Motion to approve the slate receives a resounding affirmation; Request for dissenting votes is met with silence
Motion officially passes and the Board of Directors for 2015-16 is confirmed as listed above

Meeting Adjourned at 3:08 PM

Next Meeting: TBD