



# CANTON BULLDOGS



## Athletic Boosters Meeting Minutes - June 23, 2025

In attendance: Debbie McCready, Maria Carr, Michelle Dickey, Jenny Giannacopoulos, Maureen Dervan, Katie Durant, Aari Evert, Adrienne Campbell, Cara Budway, Heather Sullivan, Danny Erickson, Christa Kelleher, Crystal Penders

### **Treasurer's Report - no current updates**

#### **Fundraising**

- Snack Shack
  - Try to have a snack bar when charge entrance fee and Night game
  - - Fall Snack Shack at the turf organized by Boosters and proceeds go to Boosters
  - Fall and Winter Sports in the gym can run a snack table as the responsibility of the team. All team fundraisers have the money go to Boosters. Boosters allocate 65% of profit back to the team. Danny will reach out to basketball to organize and be responsible for snack table.
  - Spring Sports will be decided at later date
- Play it Again Sports summer sports collection town-wide drive
  - Debbie will call for logistics and consider Attleboro Play It Again Sports
- Group is interested in parent social event, i.e. music bingo, team raffles
- Student fundraiser to be discussed next time possible field games
- Boo-grams
  - Cannot be candy
  - Minimum of \$2 a candy gram and students Venmo CHS Boosters
- Flag Sales - outlets to sell
  - GMS open house
- Krispy Creme does a fundraiser - Must be able to fit 50 boxes in a truck and drive to and from CT to pick up donuts
- Team Banquets consider having business sponsor a table to subsidize the cost of the banquet

#### **Membership**

- 8th grade outreach
- Create a membership campaign with dates and deliverables
  - Lawn Signs
  - Social Media
  - Early Bird rate/magnets for new families/Gift Card drawing
  - Large scale item or initiative that Boosters is undertaking to promote membership (NEW scholarships awarded; NEW backboard for courts, etc)
  - QR code signage at first football game September 20
- New collateral for social media promotion
  - Have families email CHS Booster email
- Sports Night
- Big push at try out week - but can be a sensitive time if students don't make a team
- September issue of Citizen - QR code and targeted to incoming freshman through seniors - this is for you, join now, etc etc

### **Corporate Sponsorship**

- Designing new collateral and modifying levels
  - Doing only one level
  - Eliminating choice of Banner location- Banners will go on turf and Social Media Post Thanking Sponsor
- Using social media for outreach
- Targeting driver schools; SAT and college prep/tutoring; other local business and industry; realtors
- Look at other youth sports and their sponsors

### **AD Report / Requests**

#### Votes

1. Approved \$3,500 for Coach apparel - all approved
  2. Approved \$4,000 plus travel for Sports Night October 7 - John O'Sullivan wrote [The Champion Teammate](#)
  3. Approved \$13,500 Hudl streaming - all approved
  4. Approved \$500 for coach/luxury bus transportation for playoff/tournament games exceeding 100 miles - vehicle based on size of roster
  5. Approved Banner replacements/Updates for the past few years
- Vote Postponed Tennis backboard and logo windscreen branding for courts - updates on cost to come
  - Vote Postponed Leadership books for coaches - request of \$960
  - Danny will provide Debbie with % of students school-wide that play sports

### **Team Rep/Booster Liaison**

- Give each team an update of their fundraising \$\$ account at the start of each season
- Attend Coaches Meeting - date from Danny. Opportunity to present to coaches the importance of Boosters, what we do, WHY their teams should fundraise etc.
- Photos of items that Boosters purchases for teams and post to social

### **Social Media**

- Establish a new Instagram page linked to new Facebook page.
- Discuss parameters on what we're posting to both - individual athlete "milestones", Hockomock and other media acknowledgements, etc. And how do we receive that information? Maybe Team Rep takes on to ask coaches throughout the season.
- How we're using social platforms to reach all audiences: students, parents, corporate sponsors
- Use for membership recruitment and corporate sponsorship
- Greater visibility all around for Boosters

### **Open Positions/Roles**

Snack Shack Coordinators:

- a. Football Coordinator - Kelly Guerschuny
- b. Fall Coordinator - Denise Geoghan
- c. Winter Indoor Coordinator (the one outside the gym) - open - discuss the best scenario
- d. Spring Coordinator - open

### **Corporate Banner Coordinator**

Open

### **Members at Large**

- a. Lauren Tourgee
- b. Open

### **New Business:**

Vote

6. Approved banner for Snack Shack recognizing CHS Boosters ready for first home football game

- Identifying student reps at Booster meeting

- How do we define - one male/one female and by application process?
- What is the goal to have them - to be the voice of the athletes? Help promote boosters? Help with a student involved fundraiser?
- CHS Booster Scholarship starting for class of 2026
  - Amount(s)
  - Criteria for application - focus on “student” as well as athlete, 2 years minimum Booster member, etc
  - Assembling non-partial review committee