

Southeast Polk Athletic Booster Club

Meeting Minutes

Date: September 8, 2025

Location: SEP HS multi-purpose room

In Attendance

Elissa Ladurini (secretary), Charley Bogwill (president), Susan Whinery (social media), Mark Whinery (treasurer), Jayson Campbell (AD), Misty Johnson (memberships), Kari Ford (VP)

Call to Order

The meeting was called to order at 6:03p.m. by President Charley Bogwill.

Approval of Minutes

- Motion to approve the August minutes: Mark Whinery
- Second: Misty Johnson
- Motion carried.

Treasurer's Report

- Nothing to report at this time

Athletic Report

- Bids for the baseball/softball project were received from 6 companies. A recommendation was made; however, one company disputed the process, noting that the apparent low bidder did not submit a proper base bid.
- All bids were then rejected; the project has to be re-bid, resulting in a 3 week delay
- Depending on what the new bids come in at there may be consideration for upgrades such as LED lighting at the fields.
- Project is scheduled to be completed April 10, 2026 pending not many delays
- Concerns remain that the re-bidding could increase costs.

Coaches Requests

- Nothing at this time

Membership Report

- Membership revenue remains strong despite fewer families joining. 40 business sponsors and 160 personal memberships
- Discussion points:
 - Some confusion about what an “activity pass” covers; recommendation to rebrand as “Home Events Pass.”
 - Consideration of Young Alumni Membership and refining Senior/Grandparent Passes.
 - Continued need for coach communication and family education on booster impact (e.g., \$13,500 for trainer, Hudl expenses).
 - Membership promotion strategies discussed, including clearer pricing grids and event-value comparisons for parents.
- Data:
 - This year: Revenue up again, largely due to business memberships and pricing changes.

Spirit Wear

- Outdoor Tables: Very successful strategy; increased visibility and sales. Items featured included sweatshirts, blankets, themed shirts, and chairs.
- Chairs: Unexpectedly strong seller.
- Online Store: Nearly caught up on orders; pickup night for HOCO shirts set for September 23 at the stadium. Store will also be open for additional sales.
- Homecoming Shirts: Student Council helped promote. Goal: exceed last year’s \$470 in sales by September 15. QR codes created for easy purchases.
- Volunteers for store: Good turnout

Old Business

- Updated bylaws available for review. Final vote scheduled for next meeting.

New Business

- The booster banner moved to the wall under bleachers near concessions. Good visibility.
- Backdrop/photo station requested for Homecoming game; logistics depend on weather. Possible location near booster store.
- Ongoing stadium signage project continues
- Hall of Champions electronic board
 - Current inclusions: All-State, All-District, All-Conference, State Qualifiers.
 - Exclusions: Academic honors, band.
 - Multiple photos allowed per athlete (e.g., baseball and football).
 - Need for clear written criteria; board to circulate to parents and coaches.
 - 130–150 old photos being digitized for preservation

Next Meeting

- October 20 at 6:00 p.m. SEP HS multipurpose room

Adjournment

- Motion to adjourn: Charley Bogwill
- Second: Mark Whinery
- Motion carried. Meeting adjourned at 7:04p.m.