



Gator Backcourt Club
Board Meeting – 10/07/2014
Location: UF Basketball Complex, Women's Conference Room

Meeting Minutes

- The meeting was called to order at 4:35PM
- In attendance were Jackie Ayers, Laura Ellis, Bill Humphreys, Mary Humphreys, Cassie Macias, Lani McQuade, Leslie White, Serena Wilson
- Minutes of 09/16/14 meeting were approved
- Financial Report was presented.
- Cassie will speak to Lisa to get added to the Dropbox Account
- Password to the Members Only Site: Gatorbcc2013, will need to be updated

+ Media

- Facebook/Twitter rights need to be assigned to Carlos; Cassie will speak with Lisa to obtain.
- Website administration \$220/24 months hosting fee for the website. Motion to offer \$600 yearly stipend for new website manager (Daniel Vollert).
- Electronic Ride Board idea still of interest. Cassie will check to see if Daniel could get this accomplished through our own website.

+ Business and Community Contacts

- Bill is working on a brochure that we could hand out to prospective donors. Cassie will assist. Logos are available in the Dropbox File for 2013-2014.

+ Sponsorship

- Cassie's business contact will donate a banner; this company will be able to do all types of promotional items for us.
- What will our sponsorship packet look like? Levels? Cash or in-kind? Find tax ID #
- Tiers & naming levels of sponsorship, Cassie will finalize
 - Possible levels? In kind minimum \$200, \$500, \$750, \$1000
 - Possible benefits to donors: website, game day table, signed posters, newsletters, decals
- Target date ASAP

+ Membership

- Currently at 36; goal of 200.
- Decals for all members (on sale at game day table/\$1; give to sponsors)
- Prizes for new membership referrals and grand prize for new members
- Cassie will be doing the newsletter this year
- Lani referenced a recent Coach Butler speaking engagement with Florida Gold-Liners; contact with prospective members

+ Events

- Ocala Meet & Greet: Lani will be speak with Coach Butler's availability
- Tip Off October 19 at Women's Club
 - 2-3 tables set up for food; another table for ticket sales, Leslie will advise if additional tables are needed



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- We will attend the end of practice, players will be able to sign posters, etc., get to Women's Club around 3:30-4PM
- Finger food (deli trays at Publix; Betty will organize)
- RSVP deadline by October 16
- Team will sign posters Saturday with the men's teams at the O'Connell Center; could we get a table to publicize club?
- Breakfast w/Coaches October 25 @ NW Grill in back porch (8-10:30AM or so)
 - We will invite other clubs (Gator Town Gators, etc.)
 - Encourage our members to invite new members
 - Tickets available
- ✚ FSU Bus Trip
 - Bus deposit paid; \$30 for bus and ticket. Leslie will find out about arena seating. Leave from Santa Fe at 8:30AM; arrive at team hotel (Four Points) around 11:45AM; see the girls off around noon; eat at hotel or near hotel; game time 2PM.
 - Leslie will investigate getting box lunches donated
 - Humphreys will donate water and soda for the ride
 - RSVP to secretary@gatorbackcourtclub.com
- ✚ Merchandise
 - Cassie will speak to contact Chair
 - club decals for businesses & new memberships
- ✚ Foundation Fundraising
 - This year a 3-point fundraiser; Leslie will come up with pledge forms, etc.
- ✚ Next Meeting
 - Wednesday, November 5, 2014, 4:30 p.m. at Basketball Complex

Meeting adjourned at 6:10PM