



**Gator Backcourt Club  
Board Meeting – 11/05/2014  
Location: UF Basketball Complex, Women's Conference Room**

Meeting Minutes

- The meeting was called to order at 4:37PM
- In attendance were Jackie Ayers, Laura Ellis, Bill Humphreys, Mary Humphreys, Lani McQuade, Matt Pendleton, Leslie White, Serena Wilson
- Minutes of 10/07/14 meeting were approved
- Financial Report was presented.
  - We are a non-profit, but not tax-exempt. Leslie will follow up with Veronica in the UAA about how to accept charitable contributions

+ Media

- Matt Pendleton
  - Carlos will be our social media contact. The board will need to provide content for him.
    - Facebook: picture or graphic on every post (sponsor/logo); to get more interaction need to consider paying a targeted facebook ad (\$20) -- \$100 would go a long way; campaign to increase 'likers'; make albums on Facebook; need to do event invites; 'boosting'; budget money to promote social media. FACEBOOK to get folks to the event. Take albums from website and move them to facebook (add a how to join link). Add our events to Facebook. Get Rachel involved as well.
    - Twitter: 140 characters total. Each tweet should include a picture (=23 characters of text); what content; link on tweet needs to link (=35 characters of text) to appropriate portion of the website. About 75 characters of text to tell story. BCC Hashtags for every event. TWITTER for the event; invite folks to tweet during event.
    - Instagram: just photos (squared). This is an advanced tool that we should utilize after we get Facebook and Twitter going. GatorBCC name is not taken, we might want to get it.
  - Daniel is our new web person; board members are encouraged to look at the website to ensure that this is the presence we want
  - \*\*First event to publicize is the FSU bus trip

+ Membership

- Secretary's Report was presented
  - List of non-board members that are willing to assist was shared
  - Lani will get Laura a letter from coach to send out to those folks who have not yet renewed their membership
  - Laura will discuss with webmaster a way to have "willing to share e-mail" list of names on the members-only area
- We need to discuss incentives for getting new members (cut-off date of February 1)
- Cut-off date for having members get season ticket discount?



**Gator Backcourt Club  
Board Meeting – 11/05/2014  
Location: UF Basketball Complex, Women's Conference Room**

- + Merchandise
  - Club decals are ready – all members will receive one
- + Business and Community Contacts
  - Close to getting packets, sponsorship sheets
- + BCC Events
  - Ocala US +1, Nov 6, 6PM Golden Corral
  - Tip-off debrief
  - Breakfast with coach debrief
  - FSU Bus Trip: group rate \$3/ticket; \$30 will cover cost of game and ticket
    - Goal to sell 48 seats
  - First game, Friday, Nov. 14 (DH) 3:15PM
    - Table set-up/Bill
- + Foundation Fundraising
  - Do we want to create a new foundation account or put the money yearly and add to accounts already in place?
  - Leslie put together a three-point pledge sheet. She will get to Veronica.
    - Needs to be reviewed; is this tax deductible? Allocation of funds?
- + New Business
  - Winter potluck. Laura will ask Betty when she would like for RSVP date
- + Next Meeting
  - Wednesday, December 3, 2014, 4:30 p.m. at Basketball Complex

Meeting adjourned at 6:48PM