



Gator Backcourt Club
Board Meeting – 8/27/2014
Location: UF Basketball Complex, Women's Conference Room

Minutes

- The meeting was called to order at 5:04PM
- In attendance were Jackie Ayers, Amanda Butler, Laura Ellis, Bill Humphreys, Mary Humphreys, Johnny Lovett, Cassie Macias, Lani McQuade, Michael Ward, Leslie White, and Serena Wilson
- The minutes from the Board retreat on 7/14/15 were approved
- Treasurer Mary Humphreys presented the financial report. To date, the club account balance is \$5899.18.
- Secretary Laura Ellis provided a membership overview. Membership for the past year was 154.
- Meetings of the board will be held every other Wednesday at 4:00PM starting on 9/3; 9/17, etc.
- Discussion about holding general meetings with entire membership throughout the season. These events might be dinner meetings with guest speakers.
- Coach Butler shared her appreciation of the BCC efforts. She challenged the group to find opportunities for the coaches and staff to meet and interact with people in the community on a personal basis (neighborhood, work, church groups). She invited BCC board members to create opportunities to increase BCC memberships and season ticket sales. Butler and her staff are more than willing to make personal appearances -- just ask! Overall theme for the year is ELEVATE! Elevate the team *and* elevate the Backcourt Club!
- From Michael Ward: Women's Basketball season ticket sales from last year: +/- 600; In mid-September a mailing card for season tickets will be sent out. Cassie will continue to target alumni.
- Discussion ensued about instituting a membership drive: how to do it? The group decided to focus on a 3-5 recruitment events for the next year (bring a friend, +1, etc.). Possible events include: 1) Sept 13 tail-gating drive associated with the football game as Coach Butler is town; 2) an on-campus "Women's Breakfast" where Coach Butler could be the featured speaker. Perhaps this could turn in to a recurring event wherein other women coaches could be featured; 3) an open practice early in the season would allow us to meet the team earlier; combine this with the opening (formerly known as "tip-off" event; 4) perhaps a focused membership drive/event in Tioga or similar area in Gainesville. Cassie spearhead getting presentations women's groups on campus; Tailgate – Sept 13. ELEVATE!
- Official release of season tickets will be ON SALE Sept 23; Season tickets/club members \$15; non-member \$30
- More specific discussion of the "Membership Drive & Tip Off Event". Let's come up with another name. Decided that we would combine the opening club event with an intra-squad scrimmage on OCT 19. Event would be held at the practice facility and Women's Gym



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- The New Club New Club Application was approved. (Changes to the document presented included removal of the header; change language to say “I give my permission to share **email only** with other BCC members”, and a line to indicate if the prospective member was a referral.
- Discussion of a car sticker/peel off decal (this item could also be given to business in appreciation for their donation). Cassie will investigate.
- Prizes to BCC members for bringing in new members. Tiered ‘prizes’ for bringing in 1; 5; 10 new members. A Grand Prize for person that brings the most new members (possibly a gift card or a signed ball from coach).
- Discussion that board members should contact businesses to see if they are willing to provide sponsorships and/or donate gift certificates for bringing in members. Signed ball from coach? Bill, Laura, Leslie, and Mary will meet to formulate a ‘script’ for approaching donors.
- Decided to do try an electronic ‘blitz’ for membership with mail (hard-copy) follow-up
- Cassie and Laura will work on a collated membership list from the last +/- five years. Goal is to target lapsed members.
- Membership Packets will include at minimum:
 - Letters from Coach B and BCC President
 - Membership Application
 - Flyer about FSU bus trip (colored paper)
- Sept 23 – SEC tourney tickets go on sale Sept. 23

Proposed season events

Event	Date
Tip-Off’ (at practice facility)	OCT 19
Tailgates	All Home Games
Game Watching (Beefs)	All Away Games
Non-Conf. Away Trip	FSU--Dec 7
*Chalk talk	Dec 10 (WIS)
Winter Potluck Dinner	Possible dates: Dec 15-18??
Chalk talk	Jan 25 (AR)
Alumnae Reception	Feb 8
Senior Day	March 1
SEC Send-Off	TBA
SEC Tournament (Little Rock, Ark)	Tickets available Sept. 23
End of Year Banquet	April 15, 6PM



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- 1) FSU Away Game: Leslie will investigate possibility of bus?
 - 2) DC away trip over Thanksgiving: possible travel package with local agency?
 - 3) Investigate "Ride Board" for away games (example: <https://www.erideshare.com/newgroup.htm>)
 - 4) New ideas: possible breakfast with the girls in conjunction with a fundraiser at Beef's
- Need for a new web site administrator/manager
 - Cassie will investigate possibilities; Laura will update the page in the interim
 - Facebook/Twitter
 - Serena will ask prospect; board is asked to canvas for volunteers
 - Committees/Chairs
 - Events – Betty Parrish
 - Merchandise – who might chair a committee that would investigate a standardized shirt for our club
 - Membership – Find a general person from the club to assist. Cassie will contact prospect.
 - Game Day Outreach: Bill Humphreys to chair; will coordinate game day table (including increased signage; increased visibility of board members; encourage members to wear nametags, etc.)
 - New Business
 - Cassie: requested a link on Women's Basketball website for the BCC club; Michael will investigate
 - Cassie: suggested a fundraiser for foundation account(s) – Leslie to investigate and come back with suggestions for the next meeting.
 - Michael is point person for getting information about/from the Club during the games (both audio and screen).
 - Upcoming meetings
 - Sept. 3 & Sept. 17, 2014. 4:00PM, UF Basketball Complex, Women's Conference Room

Meeting adjourned: 7:20PM

Submitted: Laura Ellis, BCC Secretary