



TURF FIELD FUNDRAISING MEETING MINUTES

DATE 10/02/13

I. Call to Order: Bob called the meeting to order at 7:09

Attendees: Bob Graham, Jerry Pizzo, Bill Meier, Rick Covey, Sandy Kling, Jeff Hahn, Abbie Thorpe, Julie Daly, Tony Pinedo, Jack Willard.

II. Bob received a positive email today from Steve Dickinson concerning the approval of the turf field. It read in part:

...I'm getting ready to put an action item on the Board agenda for October 9th. We had an agenda planning meeting yesterday with the Board President. The Board will be okay with the action item being to formally continue and support this project, but they want me to describe in the action that the Board will not approve any of the pre-construction, construction, lease, lease-back, etc. agreements or contracts until all money has been raised and in the bank.

III. Fundraising Ideas

A. Define Cash Sponsor Levels and Benefits.

B. Capital Campaign – To raise large amounts in a short period of time. Use the largest contributor's bank for a loan if the company contracts with SABC to make payments over a specific period of time.

- i. We'll need to ensure that the OUHSD will be comfortable with this approach of approving contracts based on loan amounts. The same caveat applies to contracts with Hellas.

C. Advertising ideas

- i. Most will have to be ok'd by the OUHSD
- ii. Replace "Home of the Scorpions" on the press box
- iii. Side of gym facing the freeway and field
- iv. Sell bricks/plaques to be applied
 - a. Along the lower lot walkway wall.
 - b. On the vertical wall at the base of the concrete bleachers
 - c. On the vertical faces of the concrete bleacher seats
- v. Signs painted/posted on inside surface of freeway wall on school side.
- vi. Possible temporary signs along the freeway side.
 - a. Will require ok from Camarillo City Council, maybe CalTrans
- vii. Field House
 - a. Vinyl wrap across top of field house facing the field.
 - b. Possible signs along Mission Oaks Blvd. If shrubs are trimmed.
- viii. Flag poles for corporate flags flanking the scoreboard.
- ix. Ads and donor lists in media guides for specified number of years



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- D. Sell square yards or square feet of turf.
- E. Need accurate sketch of the field
- F. Marketing slogans
 - i. Need 2 slogans
 - a. One short 3-5 words that will fit on a bumper sticker
 - b. One longer phrase that helps explain what we're doing
 - ii. Big Blue – Go Green
 - iii. Big Blue - Got Turf?
 - iv. ACHS is not turf enough
 - v. Teams for turf
 - vi. Scorps for turf
 - vii. Green for Green - raise money for Camarillo's Turf Field
 - viii. Help Camarillo gain the home turf field advantage
 - ix. Camarillo's turf field of dreams
 - x. Be a part of history, one yard at a time
 - xi. Got Turf?
 - xii. Dirt Today – Turf Tomorrow
 - xiii. Scorpion Turf
 - xiv. We're not waiting to watch the grass grow
 - xv. Scorps Dig Turf
 - xvi. Get Camarillo High on Turf
- G. Marketing Ideas.
 - i. Kick off with a full-page ad in the Star.
 - ii. Direct mailing
 - iii. Design flier / intro letter
 - iv. Facebook Page, Twitter
 - v. Chamber of Commerce
 - vi. Camarillo City Council
 - a. No money requested
 - b. Need support for advertising
 - c. Help with contacts to potential donors
 - vii. Private Grants
 - viii. Donation bucket at the ticket gates
 - ix. SABC website linked directly to Web store donation levels
 - x. Spanish Hills Country Club
 - a. Meeting with members
 - b. Sales pitch
 - c. Info session



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- H. Groups to help fundraise
 - i. All ACHS sports teams who use the field and/or track
 - ii. All ACHS students
 - iii. Parents of Rancho Campana (new Camarillo High School) students
 - iv. Camarillo Roadrunners youth football
 - v. Camarillo Cougars youth football
 - vi. Camarillo Cosmos track team
 - vii. Feeder schools – they are the ones who will benefit most
 - a. Middle schools
 - b. Elementary schools
- I. Axxess
 - i. Is a fundraiser
 - ii. Customers buy a membership for \$30.00 that gains them potentially \$1,000s in savings per year
 - iii. Good to the end of 2014.
 - iv. \$11.00 goes toward the turf field.
- IV. Turf Field Design
 - A. End zones colors Navy Blue with lettering
 - i. 2 possibilities, need renderings to decide
 - ii. Solid white lettering with Columbia Blue shadow
 - iii. Columbia Blue lettering with white shadow
 - B. Small Scorpion logo - 20 or 25 yard line
 - i. West end of field on home side
 - ii. East end on the visitor side
 - C. Center field “C” white with navy blue shadow
 - D. Main turf – Two tone light and dark green
 - E. Yard numbers white with navy blue shadow
 - F. Soccer - lines black
 - G. Lacrosse lines?
 - H. Sideline markings for coaches & players
 - i. Solid white close to field – for coaches
 - ii. Solid navy blue outside for players area
- V. Adjournment - The meeting was adjourned at 9:05