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To: Board of Education Members  
Dr. Mary Pfeiffer, District Administrator

From: Jim Strick, Communications Manager/Neenah High School Activities  
Director  
Paul Hauffe, Director of Business Services *PH*  
Vicky Holt, Assistant District Administrator of HR/Central Services *VH*

Date: August 15, 2013

Re: Neenah High School Boys Hockey Fees Recommendation

On June 18, 2013, the Board of Education tabled an administrative recommendation related to hockey fees. Additional conversations took place between administration, the hockey coach, and the hockey booster club representatives and as a result, we are proposing that we maintain our current fee structure that would allow us to continue to receive generous donations from the booster club. In addition, we propose that the Neenah Joint School District receive all revenues from gate receipts that previously were collected by the booster club. This will align with the approach taken for all other activities in our District.

**Rationale for Proposal:**

The original Board proposal for 2013-14 boys hockey fees called for an increase from the regular \$50 activities participation fee to a mandatory \$750 fee for students in hockey. The reason for this originally proposed increase was to streamline the process whereby hockey fees go directly to the District rather than relying on contributions from the booster club.

The initial proposal was screened through the booster club, but with new leadership, they and the District administration failed to recognize some potential issues with this proposal. Among those issues include:

- Hockey families are able to get matching donations from their employers. In recent years, these matching donations have resulted in as much as \$10,200 in a single year. This additional booster club income would be lost if the District were to require a \$750 participation fee.

- The booster club does not charge a fee to families with students participating in the hockey program nor are donations mandatory. What this means is that some students from families who cannot afford to pay don't. These students are still given the opportunity to play hockey. For instance, the booster club covered the full costs for a foreign exchange student from Thailand to play in 2012-13. As a co-op program with Hortonville and Menasha, the program is not allowed to cut players per WIAA rules. Other families currently give more than the recommended \$750 donation. However, experience from local youth hockey programs with mandated fees shows that when families are charged a mandatory fee amount, they typically pay that fee and nothing else. The current booster club donation structure encourages additional giving. Currently, families have no fundraising obligations to play hockey, unlike other sports that require fundraising activities such as selling cards or other items.

- The purpose of organizing the booster club was to promote and support the high school hockey team. The community members involved in supporting the high school team incorporated the booster club in 2008 to singularly focus it on efficiently and effectively supporting the Neenah High School Hockey Team. The incorporation and confirmation of exempt status of the booster club opened the door to additional fundraising and community activities. The Board and community members involved in the booster club have operated within the parameters established by the articles of incorporation and Internal Revenue Code, as evidenced by its good standing with the State of Wisconsin and Internal Revenue Service.

- The current financial structure of the Neenah High School hockey program has followed all WIAA regulations (see attached WIAA Bulletin article regarding hockey cash flow procedures). Since the current arrangement is in compliance with WIAA regulations, we do not feel there is a need to change a procedure that has worked well for both the booster club and the District.

In regard to ticket revenue, boys hockey is currently the only sport where ticket revenue is collected by and retained by the booster club. Having the District collect these funds would make hockey comparable to all other varsity sports. The annual ticket revenue for hockey is approximately \$4,600 per season.

We will be in attendance at the August 20, 2013 Board of Education meeting to answer any questions members might have concerning this recommendation.