

MINUTES

LAFAYETTE COUNTY SCHOOL BOARD

WORKSHOP, NOVEMBER 6, 2024

The Lafayette County School Board held a workshop on Wednesday, November 6, 2024, beginning at 11:00am. Present were Mr. Robert Edwards, Superintendent of Schools; Mrs. Marion McCray, Vice-Chair; Mr. Jeff Walker, Member; Mr. Darren Driver, Member; Mr. Taylor McGrew, Member; Mrs. Leenette McMillan-Fredriksson, School Board Attorney. Mrs. Amanda Hickman, Chairperson was not present. Administrators present were Mrs. Tammi Maund, Director of Finance and Mr. Stewart Hancock, Principal of LHS. Athletic Directors, Mr. Marcus Edwards and Terrill Murphy were also in attendance. In attendance from Coca-Cola UNITED was Ms. Caitlin Mann, On Premise Territory Sales Manager, Mr. Dan Pugh, Business Development Manager, and Brian Tucker, Sales Center Manager.

Coca-Cola Agreement

Mrs. Marion McCray started the meeting at 11:00am by welcoming the Coca-Cola UNITED representatives Ms. Caitlin Mann, On Premise Territory Sales Manager, Mr. Dan Pugh, Business Development Manager, and Mr. Brian Tucker, Sales Center Manager. Ms. Caitlin Mann asked Mr. Stewart Hancock to briefly explain the reasoning for the Workshop so that she could make sure how to best address questions or concerns that have been raised. Mr. Stewart Hancock explained the meeting was to discuss the benefits of our agreement with Coca-Cola and how they affect not only the High School, but Athletic Programs. He explained that further understanding was needed on purchasing Coca-Cola products directly from Coca-Cola vs going to another retailer for Coca-Cola products. Lastly, he expressed we needed to know what it would look like if a decision was made to not stay in a partnership with Coca-Cola.

Ms. Caitlin Mann then began to explain all the benefits of being in a partnership with Coca-Cola UNITED, their operation is based out of Tallahassee so that makes it more local for us and easier for them to assist with meeting our current needs and situation. According to our

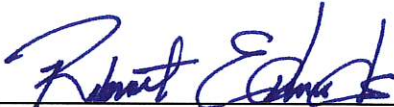
agreement currently \$1,000.00 is received annually, Powerade Sideline Equipment is provided every year with a value of up to \$750.00, Rebates are set up for the 20oz bottles of soda for \$2.00 off per case and that check is received quarterly, we receive 15% off of the vending machine sales, we receive annual marketing/signage up to \$1,000.00 annually, we also receive 100 cases of complimentary product annually, and are able to receive additional funds by participating in a Truckload Sell Fundraiser. Ms. Caitlin Mann explained that if the decision was made to no longer be in a partnership with Coca-Cola, we would not receive these benefits. She allowed for questions and concerns to be raised by board members throughout her presentation. Board members thanked Ms. Caitlin Mann, Mr. Dan Pugh, and Mr. Brian Tucker for their time, meeting with them, and expressed a better understanding of the partnership we have with Coca-Cola.

ADJOURNMENT

The workshop was adjourned at 12:00pm.



Marion McCray, Vice Chairperson

ATTEST: 

Robert Edwards, Superintendent
and Secretary to the School Board