

Booster Club Meeting Monday, November 18, 2013

Call to Order: 7:07 pm

Review of Members: by John Whittington

Present: Ruth Vetter, John Whittington, Chuck Parsons, Jean Noren, Paula Ziegler, Blaine Kolstad, Fred Taylor, Carolyn Clause, Jill Mueller, Lori Allan, Dave Karge, Darcy Anderson, Rick Kjolsing, and Todd Waterbury

Absent: Kellie Seiler and Dawn Makovsky

MINUTES: Minutes of the October 21st meeting reviewed – *M/S/P – Darcy/Paula*

FINANCIAL REPORT:

Checkbook: Current balance \$43,714.70. Available balance = \$38,671.90 after subtracting Pack the Stands money.

- Memberships/Sponsorships – Deposited to date \$630 for memberships and \$1400 for sponsorships. This does not match DeDe's report, Rick to investigate if money was tied to another department.
- 2013/2014 Programs/Calendars = \$5200.
- Fall concessions - Gross \$11,566.67 with Net \$5,631.36. \$600 startup money given to Kellie on 8-12-13.
- Cougar Wear – Gross \$12,837.47 with Net \$853.66. Beginning inventory on cost basis = value \$7,087. \$300 startup money given to Darcia on 9-16-13.
- Cougar Cards – \$2,529 so far. Highest amount to date.
- Golf Tournament – \$3,506.75 net.
- 2013 Pack the Stands - \$5,042.80 (included in account balance above). Once net is final it will be divided among the 4 soccer teams (MEHS Girls, MEHS Boys, MWHS Girls and MWHS Boys).
- One NSF check received thus far for \$50.

M/S/P – Ruth/Chuck

REQUESTS:

1. **\$900 –Girls Basketball practice gear.** Every 4-5 years this needs to be replaced. Both programs (boys and girls) have requested this in the past. This amount covers the entire bill.
2. **\$2,400 – New Pants for JR HIGH baseball and softball** – This request would cover 50 pairs of pants for each (baseball and softball) at \$1200/sport.

TOTAL REQUESTS ABOVE = \$3,300. M/S/P – Fred/Blaine

Looking down the road - Items to consider for the future:

- A. We are running out of room in our trophy cases. Looking at adding one and building to add a row to the top of each existing case. Would like to build one sometime this year.
- B. We recently refinished/replaced some (about 78) of the bleacher boards in the gymnasium. Would like to look at refinishing/replacing additional sections (12) of the bleachers to include seats and

fronts. There will be some upgrades to facilities as part of the recently passed referendum, but this project would not be included in those requests.

COMMITTEE REPORTS:

Program Books: Bill received by Todd and given to Rick for payment (\$2600). Committee: Todd

Cougar Cards/Scarlet Saver: No report. Committee members for 2013-2014: Blaine, Paula and Ruth.

Web Page/Facebook: New Facebook page – 100 LIKES so far. Committee: Jill.

Golf Tourney: No update. Will set date for next year soon. Committee: John, Fred, Dave Drummer and Carey Hayenga.

Membership/Sponsorship: no new members this month - total membership to date 22 (\$660) and 3 new sponsors this month at \$450 total. Current sponsorship total \$3,460. These totals don't currently match Rick's financial report. He will investigate. Both are less than they have been in the past. See Member Appreciation Nights/Events below in Marketing Committee Report. Committee: Jill, Lori, Dawn. DeDe Meyer will continue to assist off-line.

Cougar Wear/Cougar Den – New apparel should be available soon. Discussion was help regarding branding via use of our logos. Examples of future logo uses were presented with the recommendation that we move forward with 2-3 only and encourage all others to use these logos in their team apparel. Committee: Jean, Darcy, Arlin Penner, and Deb Rabenhorst.

Marketing: This committee met to discuss developing a Member Appreciation Program

- Member Appreciation Card – Card to be mailed to all current membership and sponsorship holders. Card would be mailed along with an informational piece explaining the program.
- Member Appreciation Events - Cardholders entitled to special events and benefits (example – promotional evenings, promotional drawings, etc.) Events would be supported by outside organizations that would be able to supply giveaways to our members/sponsors (example – one night sponsored by Nighthawk Graphics or B Stark with the grand prize being one of their apparel items).
- Committee proposed the following appreciation night kick-offs: Dec 6-Hockey, Jan 30-Swimming and Feb 18-Basketball.
- Also proposed was creating an email distribution to grow our Booster Club base. Jill will check with DeDe to see if we have email addresses available from the Membership/Sponsorship forms. Todd to check with Mr. Dahline about the possibility of using Infinite Campus for email blasts.

Committee: Darcy, Jean, Dawn and John.

OLD BUSINESS:

- Schwann's Fundraiser = we should get info to Owen Dundas soon. Marketing Committee will discuss how this could be marketed.
- Kwik Trip Fundraiser = Rick has not received any responses to his application. He has tried on numerous times to contact the company to no avail. Rick will send the application information to Todd and Todd will follow up with Kwik Trip. Carolyn will also look for the contact information they had for this fundraiser when they participated for soccer.

- Pack the Stands – Received the outstanding check from Community Bank. Waiting for 3 more. Once a final net is determined, ½ will be sent to West High School, ¼ allocated to each boys' soccer and girls' soccer.
- Received \$190.00 from Frozen Yogurt Creations for their sales during the Homecoming game.
- Received \$200.47 from BW's for the Blazing Challenge (East Vs West – Football)
- Received \$700.00 from CHS (Cenex Harvest States) as part of their annual school donation. Donation pegged for Booster Club).
- Department of Health forms have been given to John to be completed for the MEHS concessions.

NEW BUSINESS:

- None.

NEXT MEETING: December 16. 7:00pm – MEHS Library.

ADJOURNMENT: *M/S/P – Ruth/Dave* - Meeting adjourned at 8:05pm.

Respectfully submitted, Lori Allan