

Booster Club Meeting Monday, May 15, 2017

Call to Order: 7:03 pm

Review of Members: by John Whittington

Present: John Whittington, Darcy Anderson, Lori Allan, Rick Kjolsing, Kathy Sanger, Fred Taylor, Gary Noren, Dave Karge, Kassy Hannegreffs, Dawn Makovsky, Maggie Johansen, and Todd Waterbury

Absent: Mindy Beert, Kellie Seiler, Paula Ziegler, Sonja Kruger, Ruth Vetter, Kylian Wassman, Tomm Richards

Open Positions: None (16 voting and 2 non-voting positions filled)

MINUTES: Minutes of the April meeting were reviewed. *M/S/P – Dawn/Gary*

FINANCIAL REPORT:

- **Checkbook: Current** spendable balance \$18,979.60. This balance does NOT include the stadium project sub-account or the signage sub-account (see below).
- **Memberships/Sponsorships/Donations** – 2016/2017 total \$4990. 2015/2016 total \$5451.77.
- **Programs/Calendars:** 2016/2017 = (\$906.11) plus a deposit of \$650 but a bill to pay. Should be close to the same net number at year-end.
- **Concessions:** \$600 start-up given to Kellie 8-16-16. 2016/2017 fall – Gross \$13,442.62 with net \$5,789.75. *2015 Fall: Gross \$16,524.87/net \$8,016.08.* 2017 winter gross \$32,788.83 net \$17,982.01. *2016 winter Gross \$33,535.76/net 14,801.67.* 2017 spring gross \$5,742.98 net \$5,174.89 – with bills to pay. *2016 spring gross \$5,157.36/net \$3,136.88. Total for 2015-2016 year \$55,217.99 gross/\$25,954.63.*
- **Cougar Wear** – Current year gross to date \$26,072.36, net \$1,644.78. Beginning inventory \$2904.00 Starting cash \$216.00. Last year gross \$17,663.31 with net \$1,573.02.
- **Cougar Cards** – \$38,712. 2015/2016 = \$40,981. 2014/2015 = \$34,355
- **Golf Tournament** – Current year net \$1994.52. 2015 net = \$2,416.
- **Stadium Project Sub-Account Balance** - \$48,148.19.
- **Signage Sub-Account Balance** – 19,400.

NSF checks – 2 for total of \$74.00

Taxes filed – we have nothing due but we need to file to show how we acquire our funding. Dauk processes our return using the information Rick gives them (there is no audit of books or numbers involved). This year we provided ad trade-out and they billed us \$670 for the work. Todd/Rick will check around to see if this is a reasonable price (including trade-out). We may need to alter our value in return.

M/S/P – Fred/Dave

NEW BUSINESS – Due to timing – new business is presented at this point tonight. Presentation by B507 – Bureau 507 – Student led, faculty monitored MSU organization providing website design services. Presentation provided the Club with a sneak peek of what a redesigned, stand-alone website would look like and how it would function. See below under NEW BUSINESS for more information.

REQUESTS:

1. **\$292.24 – MSHSL visual art Show** – MEHS received 3 superiors or Best of Show designations.
2. **\$2,500.00 – Batting cage tunnel on Thomas Field (behind right field) and four 5x5 hitting mats for golf.**
3. **\$1,100.00 – Bottle filling station** - Additional bottle filling station for use in gym.
4. **\$9,000.00 – Trophy cases and glass.** Estimated cost – but quote should be close to this amount.

TOTAL REQUESTS ABOVE = \$13,892.24. M/S/P – Gary/Kassy

Additionally:

5. \$2,000 – Wolverton Scholarships (1 boy & 1 girl @ \$1000 each). M/S/P – Fred/Darcy

Items for future consideration:

- Scoring Table – approximately \$21,000 depending on the version purchased. This would provide advertising opportunities for sponsors.
- Ozone Machine – price depends on size – approximately \$10,000 - equipment cleaner/sanitizer (helmets, shoulder pads, etc.).
- Crowd stoppers - \$100 each.
- \$4287 In-floor heat in outdoor concessions.
- Weight room equipment – we have a donation to use here (John Just).
- Weight room AC - \$4000 each x 2
- Hockey helmets and football helmets – next year.
- Hall of Fame display
- New wrestling mat (total cost \$11K-\$12K – our share approx. \$3000) – this would add a mat. It's lighter weight for portability, comes in 7 sections that Velcro and tie together.
- Quality 1 Hour items.

COMMITTEE REPORTS:

- **Program Books:** Will essentially stay where it currently sits financially. Committee: Todd
- **Cougar Cards/Scarlet Saver:** Responses received from about ½ of returning businesses leaving approximately 48 businesses to call starting 5/22/17. June 5th the binder needs to be delivered for production. Committee: Darcy, Kassy, Sonja, and?? (West).
- **Marketing:** Webpage presentation (see above). Darcy also mentioned that a West member asked if we (East) were considering creating a Business Membership – West may be looking at doing something like this. They don't know what that means yet. Committee: John, Darcy, Kathy, Dawn, Lori, (DeDe Meyer offline).
- **Golf Tourney/Raffle:** Terrace View was purchased by the Linder family (staircases on 3rd Ave). Tim is no longer associated with Terrace View but assures us our tournament is on the schedule and they should be giving us the same rates. Fred will get last year's rates from our billing and talk with the new owners. HOWEVER – we will not do both a golf tournament and a raffle as both would run approximately the same time. If Golf tourney is not held – the Golf Committee becomes the Raffle Committee. See OLD BUSINESS below for Raffle update. Committee: Gary, Fred, John, and Lori.
- **Cougar Wear/Cougar Den:** Request from MECCA Sportswear for our group to sell lettermen jackets. Comparison pricing – Matt J Graif pricing for jacket with letter, year, name, paw and 4 patches \$320.00 MECCAs price \$230 (we would sell with slight mark-up). MECCAs price excluding patches \$170 (patches \$15 each including sewing). Would need to look at logistics of selling. Would need to run exclusively through Cougar Den when Cougar Den is manned. Committee: Darcy, Arlin Penner, Jean Noren, and Deb Rabenhorst.
- **Stadium Project:** Looking at alternative locations for entrance (to avoid piping) We can still work on some inclusive projects that don't involve the entrance – example the hard surface path inside the stadium and fencing. Committee: Todd, John, Kellie, Dave, Dan Nourie (general contractor), Eric Davis, Gary Dierks, Rich Coyle, Mark Miller, and Jim Malcolm.
- **Advertising/Signage:** Todd is exploring taking signage off the football scoreboard to create back-lit signage (like inside the gym). Fall will be renewal time for gymnasium signage. Letters will go out soon. Committee: Kylian, Dave, and Todd.

OLD BUSINESS:

- Raffle – The drawing for this would be held at either East/West hockey or East/West basketball. If we sold 2000 tickets at \$50 each = \$100,000 with about \$35K in prizes. A portion of the sales would go to teams making sales. Todd will look at some different cost/sale scenarios.

NEW BUSINESS: B507 Presentation

- B507 is a student driven organization supported by MSU (team leader is Amanda). The website would use a Word Press foundation. It would have the capability of having a blog section for recent posts/recent comments. The site would be able to support an on-line store for apparel sales. Coupon codes would be available, simple checkout, and PayPal would also be available. It has the capability to add an ad widget with a link to sponsor sites. Cost for us would be somewhere around \$2000-\$3500 depending on complexity of the site. Site maintenance, upgrade, and host fee would be under \$100/year. They estimate this project would take them between 40-75 hours. MSU charges an 8-10% fee on top of the group's charges. Training would be an additional charge. There would be no page limit. They could have us up and running by August estimating a 4 week lead time. Amanda said they would want to know by 6-15-17 if we plan to move forward to have the site running in time for August apparel sales. Another capability of the site would be to house images in a media library and from there a carousel of images would be possible. They could add Google Analytics for us to track views and uses. B507/Amanda will be in touch with committee members (Darcy, Dawn, Kassy, Lori & Sonja) in the next couple of weeks to walk through website function. Most vital is for Darcy to meet with Amanda to view functionality of sales options. We will discuss at the June meeting and make a decision.

NEXT MEETING: June 12th - 7:00pm at Tav on the Ave

ADJOURNMENT: M/S/P – Gary/Dawn - Meeting adjourned 8:55 pm.

Respectfully submitted, Lori Allan