

## Booster Club Meeting Monday, December 3, 2018

**Call to Order:** 6:39 pm

**Review of Members:** by John Whittington

**Present:** John Whittington, Joel Prybylla, Lori Allan, Rick Kjolsing, Kellie Seiler, Fred Taylor, Sonja Kruger, Kylian Wassman, Gary Noren, Brenda Stevermer, Jessica Kuryla, Kevin Hardesty, and Todd Waterbury

**Absent:** Kathy Sanger and Dave Karge

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

### FINANCIAL REPORT:

- **Checkbook: Current** spendable balance \$23,008.67. This balance does NOT include the following sub-accounts: football stadium project and signage (see below).
- **Memberships/Sponsorships/Donations** – \$410 total this year.
  - 2017/2018 total \$7380. 2016/2017 total \$4990. 2015/2016 total \$5451.77.
- **Programs/Calendars:** 2018/2019 – \$6400
- **Concessions:**
  - 2018/2019 – fall gross \$10,157.45 with net \$2,190.62.
  - 2017/2018 total gross \$44,859.60 with net \$22,175.88 (49% net to gross).
  - 2016/2017 total Gross \$52,980.23 with net \$29,130.97 (55% net to gross).
  - Total for 2015-2016 year \$55,217.99 gross/\$25,954.63 net
- **Cougar Wear** – 2018/2019 gross sales \$13,067.13 with net \$5,969.25.
  - Beginning inventory \$9,392.17 retail. Starting cash \$200.00 (extra \$16 was deposited)
  - 2017/2018 \$16,393.21, net (\$5,297.43)
  - 2016/2017 \$26,139.36, net \$1,291.43.
  - 2015/2016 gross \$17,663.31 with net \$1,573.02.
- **Cougar Cards** – 2018/2019 – 33,824 gross - \$33,884 net \$32,307 (printing & rewards)
  - 2017/2018 = \$36,055. 2016/2017 = \$38,722. 2015/2016 = \$40,981. 2014/2015 = \$34,355
- **Golf Tournament** – 2017/2018 – Raffle to be held in lieu of golf tournament.
  - 2016 net \$1994.52. 2015 net = \$2,416.
- **Raffle** – 2017/2018 net = \$6,250.52
- **Pack the Stands** – West's event this year.
- **Stadium Project Sub-Account Balance** - \$55,648.19 – look into a CD.
- **Signage Sub-Account Balance** – \$55,106.
- **NSF checks** – Two by same person \$50 (\$62 w/fees) and \$20 (\$32 w/fees)
  - – holding one check for “code”

*M/S/P – Fred/Gary*

### REQUESTS:

1. **\$450** – Homecoming breakfast.
2. **\$680** – New canvas prints.
3. **\$500** – Alpine ski – gates and misc supplies. Total cost \$1040. West & District cover remainder.
4. **\$1200** – PLT4M – Renewal for 1 year up to 500 students.
5. **\$1100** – Practice gear for girls basketball (30 sets). About \$1600. GBB to cover remainder.
6. **\$700** – UP TO \$700 – 2 iPads to use for HUDL, game film, stats programs, etc.

**TOTAL REQUESTS ABOVE = \$4630 – M/S/P – Gary/Fred**

*Possible future projects:*

*SPX – Coley Ries display, State Participant graphic on back of case,*

## COMMITTEE REPORTS:

- **Program Books:** Winter – all ready to go. Committee: Todd
- **Cougar Cards/Scarlet Saver** – Winding down. Continue to sell at the gate. Committee: Lori, Kassy, Sonja and Beth Fasnacht (West).
- **Marketing (Website/FB/Twitter/Membership/Sponsorship):** 1000 Degrees Pizza running fundraisers the next 3 Mondays 5-9pm. They will consider additional in the future based on these three.. Web Page – John has artwork from SPX for sponsors/programs. He will update. Kathy – forward any info to her and she will post to Facebook. Committee: John, Joel, Kathy, and Lori (and DeDe Meyer-membership / sponsorship-offline).
- **Raffle:** Drawing date 2/23/19 at East/West BBB game. Need to hit home events and SELL. John to make signage for game sales. Make up ¼ sheets to hand out at events. Board members goal of 100 – use dynamic sales method. Committee: Gary, Fred, John, and Lori.
- **Cougar Wear/Cougar Den:** Liz Swanson here to discuss future of Cougar Wear. Committee: John, Lori, Jessica and Brenda – Liz Swanson (non-board member) is currently managing operations of the Cougar Den. Discussed the items listed below. Liz and team to contact local vendors to determine their availability to run our apparel through their store with % of sales to Booster Club. Also talk to these vendors to see if they have on-line store capabilities. Possibly finish out this year restocking or ordering discount items to sell through Den while new strategies are developed.
  - **Goals** – How to close out this year, How to move forward, Develop on-line store. Discuss use of vendor store items in-house.
  - **Discus history** – Goal was to break even and promote Cougar Activities – get the logo out there. Needed to become more organized. Darcy Anderson stepped in and developed a bid process. Cougar Den made money. Darcy moved out of day-to-day last year but we didn't have a replacement. Need someone to take on process of building inventory using bid process, develop on-line sales, or work with multiple vendors to determine if outsourcing is an option.
  - **Umbrella all activities** – Cannot really umbrella all activities under Booster Club as some activities have agreement with certain vendors that provide deep discounts for using their services.
  - **Need to replenish** – mittens, hats, hockey hoodies, small sizes, and Graphic Edge discounted items. Can we use BIG (Adidas) or BSN (Nike/Under Armor) as alternate vendors??
  - **Can we make use of JIT inventory** - using a local or other vendor??
  - **Online sales** – need to develop an on-line sales system that works.
- **Stadium Project:** Todd met with Chad Surprenant to see about decreasing engineering fees. ISG would also like to look at doing this in the Baseball/Football area (near concessions) instead of the south east side of the football complex. ISG will develop drawings. Meet again December 10. Committee: Todd, John, Kellie, Dave, Dan Nourie (general contractor), Eric Davis, Gary Dierks, Rich Coyle, Mark Miller, and Jim Malcolm.
- **Advertising/Signage:** Nothing new. Todd will look at scoreboard and gather info when he attend the national conference mid-December . Committee: Kylian, Dave, and Todd.

**OLD BUSINESS:** None

## NEW BUSINESS:

- ❖ Next meeting – 3<sup>rd</sup> Wednesday or 4<sup>th</sup> Wednesday – TBD. Find a larger room for meeting space.

**NEXT MEETING: Mid-January - TBD – Location - TBD**

**ADJOURNMENT: M/S/P – Gary/Fred** - Meeting adjourned 8:10pm.

Respectfully submitted by board secretary - Lori Allan