



Booster Club Meeting Minutes – 4/16/20

Attendees:

- Dennis Kellen – President
- Sharon Moore – Treasurer
- Rebecca DiDona – Chair, Volunteer and Merchandise
- Allison Shannon – Chair, Sponsorship
- Kim Ihle – Secretary and Chair, Membership
- Ryan Rogers – Athletic Director

1. Hired new athletic trainer: Larry Hess
 - a. Former Head trainer with the Redskins for 17 years.
 - b. Certified physical therapist.
2. Finances (Sharon)
 - a. Account balance - \$37,899.57; have some outstanding Allegra invoices, but some have been sent incorrectly to the Boosters for payment.
 - b. Reviewed invoices - \$578 – Paul Grinnups, not for the Boosters
 - c. January – Renee Wall – not for Boosters
 - d. \$320 – No VA Orthodontics - pay
 - e. \$79 – Tim – Independence Athletic design – not Boosters
 - f. Indoor banner made/outdoor banners – Allison Burke, \$135 – pay
 - g. Restrooms – for John
 - h. Ryan Rogers will contact the vendors to inform who the point of contact is and not send invoices to Sharon for payment
 - i. With outstanding invoices, balance should be approximately \$37K in the account
 - j. Spring decals may still need to be paid – they received \$572.50
3. 503(c)-1 status and tax-exemption status (Allison & Sharon)
 - a. Current application is still outstanding; Sharon sent off paperwork with Allison as the contact
 - b. Ryan will check for mail at school to see if anything has arrived
 - c. Allison will follow-up on the corrected paperwork with lawyers for 503(c)-1 status
4. Sponsorships/fundraisers for next year (Allison)
 - a. Will evaluate sponsorship banners for next season; we will retain existing banners until businesses reopen and get back on their feet
 - b. Main effort for fundraisers will be to sell discount cards with emphasis on better return for exceeding the \$22K which was a good showing for the first year, but should be able to do better next year
 - c. Go through discount cards and see who could be added, removed, etc.
 - d. Delay seeking additional sponsorships until businesses get back on their feet again
 - e. Allison will reach out to current sponsors to inform them the banners will stay up longer



5. Merchandise (Rebecca)

- a. Sold only a couple of items from the new batch of product
- b. Rebecca will go through the merchandise to validate the current inventory and propose a package deal potentially with discount to help sell as much as possible
- c. Discussed using remaining merchandise and bundling with joining membership
- d. Presentation for freshman families – discounted rate until a certain date and tie in a hat/sweatshirt
- e. Would be good to make a large purchase when we can to help out Cheers Sporting
- f. Rebecca to do cost analysis of all on hand, then put together rising Freshman package
- g. There is currently a spending freeze from LCPS, but boosters could use their purchase power to make a purchase
- h. The AD will have a zoom call with coaches to confirm additional expenses (1) balls (2) huddle contract was not signed (may be around \$9K)
- i. Future purchase: Reel lawn mower for the baseball/softball fields. Ryan will confirm additional information from Dennison – board approved initial purchase for \$4K with some ownership by baseball and softball team.

6. Athletics

- a. How can everyone improve the overall Athletic Dept and Boosters
 - 1) Work in a more coordinated effort with the PTO – events with middle school – coordinate more; figure out how to get more feeder schools into the stands – brainstorm how to get people there – how to best promote the sports
 - 2) How to celebrate the 8th graders/rising freshman that couldn't do a graduation – set up a swag station for them to buy items – set up an 8th grade party at the game
 - 3) Need to try to improve the attendance for games besides football
 1. How to get more freshmen and sophomores at the games
 2. Improve the ambush – need to better market sports and get kids to the games
 3. Have a night for youth football and wear your favorite Hammers/team shirt, AYFL, etc.
 4. Every night have a different sponsored night – LL baseball night was great; do giveaways for people there; t-shirt cannons
 - 4) Need to hope we have a football season – this is the season where the funds are made

7. Booster Board discussion

- a. For next year – what are the bylaws
 - 1) Need to get an official vote for the board for next year
 - 2) Heather is on board for Concessions for next year
 - 3) May update bylaws or will figure out how to get the vote passed for board for next year
 - 4) See where we are in 30 days – have just a Board/member vote or add a clause – may need to vote before June

8. Need to lock in a water sponsor – maybe get 3-4 more sponsors – put together a marketing plan and see where we are in 30 days and determine what to do from there



9. We will keep in touch and meet again in about a month – still meet monthly
10. Adjourn – 7:08 pm