



HERNDON HIGH SCHOOL SPORTS BOOSTER CLUB

Herndon High School Sports Booster Club · P.O. Box 101 · Herndon, VA
20172

August 5, 2019 Sports Booster Meeting - Meeting started at 6:00 pm

Attendees: Shareem Annan, Iris Britt, Nancy Czenas, Dan Coghlan, Andrea Ennis, Jonathan Frohm, Amy Emmatty, Dave Jones, Kelli Jordan, Joshua Jordan, John Hanna, Loubna Hanna, Danielle LaRosa, Heather Metz, Brian Overman, Jennifer Schoenefeldt, Monica Snowden, Monica Annegers Vintimilla, Tamra White, Tara Xeller.

Sports Booster President, Amy Emmatty: Welcome to everyone.

Recording Secretary, Loubna Hanna: Loubna is the new secretary. Circulated sign-in-sheet for everyone to sign. Took notes

Athletic Director, Jonathan Frohm: Working on filling in coach vacancies for Football, Baseball and Volleyball. There is a noticeable increase in the number of student Athletes this year. Sports Booster has generated enough money to meet the needs for Fall 2019, our goal is to determine the needs for Winter and Spring 2020.

Membership Report, Kelli Jordan: updates include

- a. Launch of membership portal: www.memberplanet.com/herndonsportsboosters. To date, 2 families paid their membership dues for the future hornet level, in addition to 7 hornets and 33 super hornets.
- b. Important changes to the levels of membership- information on each level is available on memberplanet
- c. Coordinating with Brett Fox, head of the Herndon Middle School (HMS) PTA, to advertise membership to Future Hornets/their families. Brett will post membership information on the HMS PTA website.
- d. Will participate in the back to school night at Herndon Middle.
- e. For advertisement, we have 1000 cards with HHS Varsity Football Home Game Schedule and the QR Code you can scan to get to membership planet.
- f. For outreach, sent out invitations to all prior members

Communications, Tamra White: Started circulating information on Twitter and Facebook. Requested coaches to send her specifics on every sport she can announce on social platforms.

Apparel/Spirit Wear Report, Jen Schoenefeldt/Andrea Innis: Placed order for apparel. Working on a couple of new T-shirt designs, will be ready for orientation night. Will get rid of low selling items. Will update the cost sheet and transition it to memberplanet, with possibility to order and pay online. Nancy Czenas will help in this effort.

Sponsorship/Advertising, Monica Snowden: there are two ways businesses can provide their support to the Boosters: advertising during games and sponsorship. There are four sponsorship levels this year: \$2000, \$3000, \$4000, \$5000. We have the first commitment for \$4000 – Herndon Family Medical. Contacted 100 local businesses, through calls or visits. Our strategies are evolving: we have a total of \$12,000 committed thus far with at least three other sponsors still deciding on their commitment. John Gilenas, Jake's father and a graphic designer, will help with fall sports programs.

Dan suggested reaching out to three local churches. Copies of sponsorship forms and letters are available online: Amy circulated hard copies during the meeting.

Outdoor Concessions, Brian Overman: Starting soon the "beautification" of the concession stand -cleaning and painting. Stocking questions and logistics: will receive the spreadsheet used last year. Purchases from Costco and/Sam's Club can be made with the booster's tax-exempt status. Lessons from last year's work on concessions: concessions are huge generators of income and profit, stocking efforts are huge and require more than one person, the less offerings the more the profit. Will create google doc to organize communication among volunteers, Amy Steil will continue to manage hot food orders and Nancy the SUGs for volunteer sign-ups.

Indoor/Afterschool Concessions, Heather Metz: will coordinate with Kelli Jordan to discuss the sales items and storage issues. Will work on last year's list of volunteers. Amy inquired about concession keys.

Treasurer's Report Danielle LaRosa: The full report for the year ending June 30, 2019 was circulated via email (8/5/19) to the board prior to the meeting. A few highlights from the Report discussed in the meeting:

- a. Sports Boosters brought in \$141k in revenue and \$100k in profit from that revenue. This translates into a \$68,000 profit improvement over the previous year. Each revenue category improved. Even with a rained-out football season, our concessions and clothing improved their profits.
- b. Last year showed us that we need to focus on the basics (i.e. concessions, membership, clothing) - while thinking outside the box for new programs (like the Wish List). We went into last year thinking that 90% of our revenue was earned during Fall Sports Season. Our numbers and the introduction of new programs changed that dynamic: 50% of our revenue was brought in the Fall, 20% in Winter and 30% brought in during the Spring season. The reason for this revenue shift was the new programs such as the Wish List and the Golf Tournament, plus a successful/strong crew in concessions.
- c. The golf tournament was a huge success - \$12k - and this was run almost entirely by alumni boosters (plus Amy, Dan Coghlan and Melanie).
- d. Our goal was to close the year with a \$20k balance in checking...we ended at \$33k.

New Business: Amy

- a. Calendar for proposed meeting dates- generally the first Monday. Adjustments will be made to reflect school and other (religious) holidays
- b. Golf tournament 2020 – Need volunteers/leadership
- c. Renovation Fundraiser-need volunteers/leadership. Events could include a party, selling of gym floor/bleacher segments to alumni. Good opportunity to raise funds for a new scoreboard and other renovation related items.
- d. Booster liability – camps and other events "sponsored by Sports Boosters" expose the Sports Boosters to risk. The phrase "sponsored by Sports Boosters" is put on flyers whenever there is a camp, yet there is no Booster representative. One of the suggestions to manage this: coaches need to present a timeline when camps will be run, then run the schedule by the Booster Board. Need a) to check how other local schools manage this, and b) get answers from FCPS. Jonathan Frohm will share with Amy the date of the annual meeting of Fairfax Booster Club Presidents.

- e. Scholarship review process (can be covered at a future meeting).

Finally- few questions and suggestions:

- a. What will be funded for Winter since funding has covered Fall items? A quick roll out matt for wresting is needed for Winter since there is no wrestling room.
- b. 50/50 Raffle during home games: great funding opportunity though not done last year.
- c. Athletic Department has committed \$4200 to filming every game, players can select the highlights
- d. The sign-up genius for Football volunteers is doing very well

Meeting adjourned at 7:05pm. Next meeting will be held on September 3, 2019 in the cafeteria.