



HERNDON HIGH SCHOOL SPORTS BOOSTER CLUB

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

December 3, 2018 Sports Booster Meeting - Meeting started at 6:00 pm

Attendees: Susan Anderson, Kim Douglas, Amy Emmatty, Jonathan Frohm, Dan Coghlan, Kelli Jordan, Jennifer Schoenefeldt, Iris Britt, Byron Britt,

Sports Booster President, Amy Emmatty: We have golf tournament news that we will get to later in the agenda.

Recording Secretary's Report, Susan Anderson: Printed copies of the November minutes were available for review. It was discovered that edits were not received therefore the minutes were not approved. The November minutes will be updated and sent for email approval by the Board, so they can be posted to the website prior to the next meeting.

Athletic Director, Jonathan Frohm: Winter sports are off and running. The Cheer coach position has been posted. Other than that, we are staffed for the rest of the year. Everything else is going great. End of next winter season/early spring the gym renovation will start. Jonathan has a renovation meeting this week and will ask for dimensions of the new gym, so we can determine specifications for the new scorer's table. He will also start think about other items that athletics may need after the renovations are complete to use in next year's wish list.

Wish List Update, Amy Emmatty: We have had an amazing success and lots of contributions. To date we have raised \$11,665 and running the fundraiser through the end of this year. Football is the largest benefactor. Most donations are coming from those with personal ties to specific teams – ex. Softballs donated by alumni who used to play for the team. We need to engage soccer, basketball and volleyball teams to help with fundraising for new soccer goals and the new scorer's table. See attachment for wish list details.

Membership, Stephanie Naski: We received an additional \$435 in membership this month. Our Current total is: \$28,925. We have 58 Super Hornet, 83 Hornet, 22 Solo Stinger, 13 Nest of Tickets, 18 Faculty/Coaches. The total membership count is 194

Last year we sold a total of 162 Memberships, so we are ahead. At this point last year, we sold one more regular price membership at \$150, and the remaining sales were all on discounted memberships (bringing in \$1310).

Sponsorship and Advertising, Monica Snowden: Thank you letters, Hornet item, framed picture and thank you from Sponsor Night delivered to all 4 sponsors. Tax deductible verbiage directs them to determine tax deductible amount per our conversations with Dannielle, Amy, and former Booster officers.

Thank you letters mailed to all advertisers as well in mid-October.

New letter created with wish list on back of letter for new business solicitations. Letters mailed to 9 local businesses, will follow up in person with those 9 by 12/10. Need volunteers to visit businesses; none so far after calls for help in newsletter for a few weeks I need help with visiting businesses. Do any booster board members have ideas on parents who might be in position to help or have relationships that we know of?? Please send them my way and I can connect/ask them.

Arbor Company: donating to baseball banner for \$1000. Originally, they thought they could do Booster donation as well, too but they cannot but will keep us in mind for future. How do we want to handle them as contact for future? Goes back to our last month conversation of crossover/double dipping between individual teams/booster.

Applying for donation/sponsorship with Dick's Sporting Goods and looking into a discount day for Boosters. Great Falls basketball did this recently and I got 20% off (even brand names that normally are excluded). Thinking if the discount day worked out, we should shoot for a late winter/early spring day when we can have time to push communication (we send email with Dick's pdf coupon) and good timing for spring sports purchases.

Need to follow up with Iris about revamping sponsorship package. Program advertising isn't a draw at this point. Suggestions welcome on how to revamp.

Winter program: I remember that we talked about 1 program from winter/basketball. (game on 11/27 there wasn't program) I can't remember who is handling printing of program for this?

Iris is willing to help now and with future fundraising as well as assist with revamping our sponsorship packages.

Communications Secretary Report, Susan Anderson: Discussed what the Boosters would like to see in the weekly email and how detailed we should get with specific sports and their achievements. Reminded everyone that achievements are pulled directly from the Twitter feed and we do have a link to the athletics website. Further discussion was tabled for next meeting when we have greater attendance. Jonathan will remind coaches to keep their pages updated. Jonathan will also tweet when there will be a Booster meeting to encourage attendance.

Concessions Report, Kelli Jordan: The team has been moving items from the outside stand to the inside stand to prepare for basketball and gymnastics. As of now they are only serving one hot item at the inside concession stand, pizza, due to space constraints. There is some consideration regarding bringing a popcorn machine inside, but volunteers need to clean it after each use.

After school sales are down. The stand is open until 3:30pm. Most winter sports have practice right after school, so the kids eat later and some practice off site.

Apparel, Kim Douglas & Jen Schoenfeldt: There are two home basketball games, 12/14 and 1/11. Kim will need help 12/14 because Jen will be unavailable. Kelli offered to help that day. The apparel sales will be set up in the foyer.

There are also plans to come in one day during lunch and sell to the kids, with advance notice. The date has not yet been set.

Treasurer, Danielle LaRosa: Our Core Business is \$38,633 ahead of last year. That includes the close to \$10k from the Wish List. Amy will report a higher number than I have recorded for the wish list. This is because she has checks that I have not yet received.

The tax returns were filed on time. We are in the process of loading the last five years of tax returns onto our website.

The balance sheet shows a large accounts payable of \$4,355. Most of that is owed to Gregorrio's Trattoria for concession pizzas. We have been in touch with Gregorrio's often to try to get an invoice from them to pay. We did send them a spreadsheet of what we owe them, in the hopes that they would use that to generate an invoice.

We returned the Band's \$100 security deposit, less \$23 which was the cost for us to replace the door to our popcorn machine.

We have new reimbursement procedures, which were sent to the Board last week. They will soon be added to our website.

Old Business: Golf Tournament update. There was a meeting, run by Alumni parents, held last Tuesday and it was decided to move forward with the golf tournament in the spring. The date will be June 17 and it will be held at Algonkian Golf Course. The price will be \$150 per golfer. In January a save the date will go out. There is anticipation of raising between \$4,000 -\$8,000. We will encourage every sport to have at least one foursome.

Volunteers are needed, this is an ongoing endeavor in all aspects of the Sports Boosters.

New Business: There was no new business.

Meeting adjourned at 6:40pm; next Meeting will be held on January 7, 2019.



Hornet's Wish List

<https://squareup.com/store/hhs-sports-booster-club>

<input type="checkbox"/> Football three-man tackling sled	\$5,000
<input type="checkbox"/> New Scorer's table (basketball/volleyball)	\$5,000
<input type="checkbox"/> New Soccer Goals	\$4,500
<input type="checkbox"/> Wrestling quick roll mat	\$4,500
<input type="checkbox"/> Cheer/Gymnastic floor mat	\$4,500
<input type="checkbox"/> HUDL subscription (allows all teams to review game performance)	\$2,400
<input type="checkbox"/> Field Hockey Uniforms	\$2,300
<input type="checkbox"/> New Pole Vault Poles	\$2,000
<input type="checkbox"/> Track Timing System	\$750
<input type="checkbox"/> Swim/Dive- New Laptop	\$750
<input type="checkbox"/> New Football Helmets. (need 25)	\$400/each
<input type="checkbox"/> New Football Uniforms (need 75)	\$200/each
<input type="checkbox"/> Golf bags (need 15)	\$100/each
<input type="checkbox"/> New Lacrosse Helmets. (need 10)	\$80/each
<input type="checkbox"/> New Track Jackets (need 70)	\$60/each
<input type="checkbox"/> Footballs (need 15)	\$80/each
<input type="checkbox"/> Basketballs (need 20)	\$60/each
<input type="checkbox"/> Volleyballs (need 20)	\$60/each
<input type="checkbox"/> Soccer balls (need 20)	\$60/each
<input type="checkbox"/> Baseballs (need 15 dozen)	\$75/dozen
<input type="checkbox"/> Softballs (need 15 dozen)	\$75/dozen

\$11,665

Total Donated (as of 1:30pm, 12/3/18)

Donor Stats

38 Donors

68% of donors are Booster Members, and represent 85% of donations

\$9,945 from Booster Members

\$1,720 from Non-Members

Teams with highest donations

Football items account for 63% of donations. (\$7,300)

Track items account for 18% of donations (\$2,105)

Payment Method

\$6,315 via Square (note: square fees have not been removed from totals)

\$3,850 via check

\$1,500 via Benevity (\$500 donated, pending 2x Corporate match)

Total Value of Wish List: \$80,700
Total Donations to date: \$11,665

14% of the
Wish List has
been funded!

	Total Needed	Total Donated	% Fulfilled
Track Timing System	\$ 750	\$ 865	115%
Football Sleds	\$ 5,000	\$ 5,000	100%
Softballs	\$ 1,125	\$ 750	67%
Pole Vault Poles	\$ 2,000	\$ 1,000	50%
Swim/Dive Laptop	\$ 750	\$ 200	27%
Football Helmets	\$ 10,000	\$ 2,300	23%
Volleyballs	\$ 1,200	\$ 180	15%
Soccer Balls	\$ 1,200	\$ 120	10%
Field Hockey Uniforms	\$ 2,300	\$ 175	8%
Baseballs	\$ 1,125	\$ 75	7%
Lacrosse Helmets	\$ 800	\$ 50	6%
Track Jackets	\$ 4,200	\$ 240	6%
Basketballs	\$ 1,200	\$ 60	5%
Girl's Lacrosse - Uniforms	\$ 4,200	\$ 225	5%
Girl's Lacrosse - Team Jackets	\$ 5,000	\$ 175	4%
Soccer Goals	\$ 4,500	\$ 50	1%
General Donations	\$ -	\$ 200	

	Total Needed	Total Donated	% Fulfilled
Football Uniforms	\$ 15,000	\$ -	0%
Scorer's Table	\$ 5,000	\$ -	0%
Wrestling Quick Roll Mat	\$ 4,500	\$ -	0%
Gymnastics/Cheer Floor Mat	\$ 4,500	\$ -	0%
HUDL	\$ 2,400	\$ -	0%
Golf Bags	\$ 1,500	\$ -	0%
Field Hockey - Backpacks/Goalie Bag	\$ 1,140	\$ -	0%
Football	\$ 800	\$ -	0%
Field Hockey Balls	\$ 510	\$ -	0%

Total Donations as of 12/3/2018 @ 1:30pm

Sponsorship Update from Monica

- 1) Thank you letters, Hornet item, framed picture and thank you from Sponsor Night delivered to all 4 sponsors. Tax deductible verbiage directs them to determine tax deductible amount per our conversations with Dannielle, Amy, and former Booster officers.
- 2) Thank you letters mailed to all advertisers as well in mid-October.
- 3) New letter created with wish list on back of letter for new business solicitations. Letters mailed to 9 local businesses, will follow up in person with those 9 by 12/10. Need volunteers to visit businesses; none so far after calls for help in newsletter for a few weeks I need help with visiting businesses. Do any booster board members have ideas on parents who might be in position to help or have relationships that we know of?? Please send them my way and I can connect/ask them.
- 4) Arbor Company: donating to baseball banner for \$1000. Originally they thought they could do Booster donation as well, too but they cannot but will keep us in mind for future. How do we want to handle them as contact for future? Goes back to our last month conversation of crossover/double dipping between individual teams/booster.
- 5) Applying for donation/sponsorship with Dick's Sporting Goods and looking into a discount day for Boosters. Great Falls basketball did this recently and I got 20% off (even brand names that normally are excluded). Thinking if the discount day worked out, we should shoot for a late winter/early spring day when we can have time to push communication (we send email with Dick's pdf coupon) and good timing for spring sports purchases.
- 6) Need to follow up with Iris about revamping sponsorship package. Program advertising isn't a draw at this point. Suggestions welcome on how to revamp.
- 7) Winter program: I remember that we talked about 1 program from winter/basketball. (game on 11/27 there wasn't program) I can't remember who is handling printing of program for this?

Membership update from Stephanie

December 2018 Membership Report

- We rec'd an add'l \$435 in membership this month.
- Our Current total is: \$28,925
 - Super Hornet=58
 - Hornet = 83
 - Solo Stinger = 22
 - Nest of tickets = 13
 - Faculty/Coaches = 18
 - Total memberships=194
- Last year we sold a total of 162 Memberships, so we are ahead of LY.
- At this point LY, we sold 1 more regular price membership at \$150, and the remaining sales were all on discounted memberships (bringing in \$1310).

Herndon High School Sports Boosters Club

Profit & Loss Prev Year Comparison

July 1 through November 6, 2018

	July 1 to December 3, 2018				July 1 to December 3, 2017			
	Revenue	Expense	Profit		Revenue	Expense	Profit	Profit Gain
Core Business								
Memberships	28,715	(3,251)	25,464		24,462	(3,168)	21,294	4,170
Concession Stand	22,763	(10,975)	11,788		23,463	(23,280)	184	11,604
Corporate Donations/Ads	16,500	(322)	16,178		5,000	-	5,000	11,178
Wish List	9,715	-	9,715		-	-	-	9,715
Clothing	7,449	(3,103)	4,346		8,571	(6,192)	2,379	1,966
Total Core Business	85,142	(17,651)	67,491		61,497	(32,640)	28,857	38,633
Other Expenses							-	
Turf Replacement			-				(15,000)	15,000
Athletic Donations			(7,500)				(10,000)	2,500
Bank Service Charges			(1,313)				(8)	(1,305)
Office & Web			(734)				(650)	(84)
Letters, Plaques & Trophies			(789)				(3,365)	2,576
Banquet Expenses			(311)				(400)	89
Contributions			-				(975)	975
Miscellaneous Income			609				761	(151)
Total Other Expenses			(10,038)				(29,637)	19,600
Net Income			57,453				(780)	58,233

Profit Gain, excluding the \$15,000 Turn Payment								43,233
---	--	--	--	--	--	--	--	---------------

Assets

Checking	22,704
Cash Box	70
Money Market	106,717
Total Cash	129,490

Liabilities

Accounts Payable	4,355
Total 100 Year Brick Highway	2,138
Donald Soberdash Memorial Fund	500
Jimmy McLaughlin Scholarship	4,960
Other Liabilities	11,954

Team Accounts

Athletic Trainers	8,583
Baseball Reserve	80
Basketball - Boys Reserve	12,136
Cheerleading Reserve	1,959
Cross Country Reserve	4,537
Dance Team	982
DSA discretionary funds	1,166
Field Hockey Reserve	3,164
Golf Reserve	2,986
Gymnastics	10
Lacrosse- Boys Reserve	1,500
Lacrosse - Girls Reserve	2,387
SAGA reserve (Recycling)	343
Soccer - Boys Reserve	285
Soccer - Girls Reserves	919
Softball Reserve	257
Swim Team Reserve	2,500
Tennis - Girls Reserves	1,667
Track & Field Reserve	70
Volleyball - Girls Reserve	828
Wrestling Reserve	47
Total Team Reserves	46,405

Total Liabilities	58,358
Net Income	57,453
Retained Earnings	13,679
Total Liabilities & Equity	129,490