



HERNDON HIGH SCHOOL SPORTS BOOSTER CLUB

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

November 12, 2018 Sports Booster Meeting - Meeting started at 6:00 pm

Attendees: Susan Anderson, Stephanie Naski, Kim Douglas, Amy Emmatty, Danielle LaRosa, Jonathan Frohm, Dan Coghlan, Kelli Jordan, Monica Snowden

Sports Booster President, Amy Emmatty: We have new business to discuss tonight and will speak to that when we reach that part of the agenda.

Recording Secretary's Report, Susan Anderson: Printed copies of the minutes were available for review. Motion made to approve October minutes, motion seconded. Minutes approved and will be posted.

Athletic Director, Jonathan Frohm: Winter season has started, the schedule is set. We have an open coach position in Cheer. Awards nights are this week, Wednesday and Thursday. November 19 is Winter Sports Meet the Coach Night at 6:30 in the cafeteria.

Membership, Stephanie Naski: We have about \$28,775, so amazing and more than last year. We received another Super Hornet in the last few days and are now at 190 members. After this point last year, we received another 16 memberships. We have reached out to the winter coaches regarding the incentive plan and will be at Meet the Coach night. Rebecca needs a check for postage reimbursement. Note: final fall season numbers need to be reconciled to ensure we have recorded accurate revenue from memberships. Stephanie and Dannielle to follow up.

Jonathan thanked the team for doing such a great job at the gate in the rain. The Bunch Family donated tents to Cross Country and Jonathan would like three more for Boosters to use as well. It was also noted that the entrance near outdoor concessions is also hazardous and Jonathan will look into it. Next year we will try to add gravel to help alleviate the muddy walk through and maybe a ramp as well. Also reviewing possibility of having booster entrance at the main gate to make things easier when booster members come to games with non-booster members.

Apparel, Kim Douglas & Jen Schoenfeldt: The hurricane strength rain prevented apparel from being sold at the South Lakes game and thus we have no sales from our final football game. Games prior to that went well. The first game and Homecoming were the biggest nights for apparel sales. The German exchange students were huge supporters and purchased a lot of apparel. Inventory is good going into basketball season. It was confirmed that fans should enter through Doors 10 & 11 for the games and a notice will be sent out.

Hornet sports spirit wear is to be sold through the boosters. Jonathan will be reminding coaches all fundraising needs his approval before moving forward. The current basketball spirit wear sales push the limits of what should and should not be sold by individual teams. General agreement it is fine for individual teams to sell sport specific spirit wear and team gear, but general apparel is to go through boosters.

Sponsorship and Advertising, Monica Snowden: Need to coordinate with the Baseball parents group re: sponsorship/banner sales efforts. Baseball parents are tasked with selling banners prior to team try-outs because of timing needs. However, need to coordinate with the Baseball parents group so overall sports booster sponsors are not approached for specific baseball sponsorship. Jonathan will reach out to ensure overall booster sponsors are not contacted and the groups are coordinated. Also, will be reminding baseball parents that baseball is supported by the overall sports boosters (ex. Last year's baseball field maintenance/upgrade).

A winter program is sold at basketball games and it covers all winter sports. This is important as our advertisers purchase ads for both fall and winter programs. Additionally, the announcer at the game thanks sponsors at half time. Program sales at football games broke even to cover the costs of producing the programs. Thank you to the cheer team for taking that on as well as thank you to the ticket gate teams for assisting in selling the programs.

Prior to next fall sponsor efforts, we will be revamping sponsor levels and types of advertising available, including social channels.

New idea to raise funds and help bring in sponsors all year – provide a list of specific items that teams need that they can sponsor. This will be a holiday wish list that we send out via the weekly newsletter and social media channels. We will ask coaches for their top needs and include what we can on the list. An example is the HUDL Video that breaks down player stats for several of our sports teams. This can cost up to \$4000 but we can break it down by sport. We will also have a generic fund option if they do not want to sponsor one of the items and use the wish list as an opportunity to remind companies that they can use this for an end of year tax donation.

Concessions Report, Kelli Jordan: Everything is going great, this has been a great year. The last game was not as great as hoped due to the weather, but we did sell popcorn donated by Worldgate Theater. The stand is cleaned and straightened up and we plan to paint for the spring. Inventory is low enough to bring inside for basketball season. After school concessions will be reducing the number of pizzas ordered as there are fewer kids buying at this time.

Treasurer, Danielle LaRosa: The numbers are up across the board compared to last year. More expenses will be coming as we go through the year. As of now, we have more than we need to cover the Boosters financial responsibilities. We have \$26,706 net profit at present. Motion made to give a donation to the Athletic Department, which has already spent \$38,000 of their own budget so far for fall and winter sports. It has been decided to keep the tradition of presenting the donation at the end of each season during the Awards programs. Motion to donate \$7500 at the Fall Sports Awards night was made and seconded.

The most recent financials and tax return will be posted on the website. The tax return is due November 15 and is completed and ready to file.

Communications Secretary Report, Susan Anderson: Please remember to send your news by 7 pm Sunday nights as the weekly email is sent to members Sunday night.

Social Media Report, Stephanie Naski: We are posting and tweeting and retweeting.

Old Business: Golf Tournament update. There was a meeting held recently to discuss the potential spring tournament. There is a group of alumni parents are enthusiastic to get the tournament back up and running. There is potential to raise \$4,000+ for the boosters. Dates being considered are June 10, June 13 and June 17 at either Algonquian or Herndon. The price will be \$150 per golfer. The target audience is alumni, parents, teachers, coaches, sponsors and community members. There are some interested in working together on the logistics and volunteering the day of but still need volunteers to secure sponsorships (hole sponsors, etc). It would be best to have the venue and date locked down prior to Thanksgiving before fully committing to the tournament. Jonathan is to run dates by Principal Noto. The Golf Committee will have another meeting this week to discuss Boosters' concerns and decide if we move forward.

New Business: There was no new business.

Award Nights. Fall Sports Awards Night November 14 for Volleyball, Cross Country, Golf and Field Hockey; November 15 for Football and Cheer

Meeting adjourned at 7:54pm; next Meeting will be held on December 3 2018

Herndon High School Sports Boosters Club Profit & Loss Prev Year Comparison July 1 through November 6, 2018

| | July 1 to November 6 2018 | | | July 1 to November 6 2017 | | |
|-----------------------------|---------------------------|-----------------|----------------|---------------------------|-----------------|----------------|
| | Revenue | Expense | Profit | Revenue | Expense | Profit |
| Core Business | | | | | | |
| Memberships | 28,030 | (3,251) | 24,779 | 24,170 | (3,168) | 21,002 |
| Concession Stand | 21,247 | (10,592) | 10,655 | 21,278 | (21,055) | 223 |
| Corporate Donations/Ads | 16,500 | (322) | 16,178 | 4,904 | - | 4,904 |
| Clothing | 7,341 | (3,103) | 4,238 | 8,166 | (4,944) | 3,222 |
| Total Core Business | 73,118 | (17,268) | 55,850 | 58,518 | (29,167) | 29,351 |
| Other Expenses | | | | | | |
| Bank Service Charges | | | | | | - |
| Office & Web | | | (1,089) | | | (8) |
| Letters, Plaques & Trophies | | | (671) | | | (650) |
| Banquet Expenses | | | (180) | | | (2,535) |
| Contributions | | | (141) | | | (350) |
| Miscellaneous Income | | | - | | | (600) |
| Total Other Expenses | | | 437 | | | 290 |
| | | | (1,644) | | | (4,143) |
| Net Income | | | 54,206 | | | 25,208 |
| | | | | | | 28,998 |

| | | |
|------------------------------------|--|---------------|
| Annual Booster Requirements | | |
| Field Maintenance | | 15,000 |
| Scholarships | | 6,000 |
| Letters | | 5,000 |
| Admin | | 1,500 |
| Total Requirements | | 27,500 |

| | |
|---|---------------|
| Remainder of Net Income to Donation to Athletic Department | 26,706 |
|---|---------------|

| Date | 7-Sep | 13-Sep | 22-Sep | 19-Oct | 2-Nov | Total |
|-----------------|---|-------------------------------|------------|---------|---|---------|
| Concessions | 1,877 | 1,589 | 2,715 | 1,980 | 1,911 | 10,072 |
| Clothing | 825 | 376 | 2,032 | 909 | - | 4,142 |
| Total Revenue | 2,702 | 1,965 | 4,747 | 2,889 | 1,911 | 14,214 |
| Hot Food | (210) | (385) | (559) | (472) | (834) | (2,459) |
| Booster Tickets | (444) | (420) | (736) | (712) | (604) | (2,916) |
| Square Fees | - | (17) | (27) | (11) | (2) | (57) |
| Direct Expenses | (654) | (822) | (1,322) | (1,195) | (1,440) | (5,433) |
| Net Income | 2,048 | 1,144 | 3,425 | 1,694 | 471 | 8,781 |
| Booster Gate | 111 | 105 | 184 | 178 | 151 | 729 |
| Notes | Two day Game! Friday & Sat Nights 50 CFAs Donated | Thursday Game vs. Marshall | Homecoming | | MONSOON GALE FORCE WINDS DRIVING RAIN | |

Percentage of Program Total

71%

56%

Herndon High School Sports Boosters Club

Balance Sheet

As of November 12, 2018

Nov 12, 18

ASSETS

Current Assets

Checking/Savings

BB & T Bank Checking 12,628.10

Concessions - Cash Box 70.00

Money Market 116,584.46

Total Checking/Savings 129,282.56

Total Current Assets 129,282.56

TOTAL ASSETS 129,282.56

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

Accounts Payable 5,946.24

Total Accounts Payable 5,946.24

Other Current Liabilities

Other Reserves

100 Year Brick Highway

Brick Highway - Phase 6 1,046.35

Brick Highway - Phase 7 891.59

Brick Highway - Phase 8 200.00

Total 100 Year Brick Highway 2,137.94

Scholarship Fund

Donald Soberdash Memorial Fund 500.00

Jimmy McLaughlin Scholarship 4,960.47

Total Scholarship Fund 5,460.47

Total Other Reserves 7,598.41

Team Account Reserves

Athletic Trainers 8,583.43

Baseball Reserve 80.00

Basketball - Boys Reserve 12,136.25

Cheerleading Reserve 2,094.77

Cross Country Reserve 4,536.75

Dance Team 981.56

DSA discretionary funds 1,165.96

Field Hockey Reserve 4,228.07

Golf Reserve 2,985.75

Gymnastics 10.00

Lacrosse- Boys Reserve 1,500.17

Lacrosse - Girls Reserve 2,386.78

SAGA reserve (Recycling) 343.24

Soccer - Boys Reserve 284.58

Soccer - Girls Reserves 918.80

Softball Reserve 257.16

Swim Team Reserve 2,500.11

Herndon High School Sports Boosters Club

Balance Sheet

As of November 12, 2018

| | <u>Nov 12, 18</u> |
|---------------------------------|--------------------------|
| Tennis - Girls Reserves | 1,666.93 |
| Track & Field Reserve | 70.00 |
| Volleyball - Girls Reserve | 828.00 |
| Wrestling Reserve | 46.50 |
| Total Team Account Reserves | <u>47,604.81</u> |
| Total Other Current Liabilities | <u>55,203.22</u> |
| Total Current Liabilities | <u>61,149.46</u> |
| Total Liabilities | 61,149.46 |
| Equity | |
| Retained Earnings | 13,679.21 |
| Net Income | <u>54,453.89</u> |
| Total Equity | <u>68,133.10</u> |
| TOTAL LIABILITIES & EQUITY | <u><u>129,282.56</u></u> |