

Herndon High School Sports Boosters Club, Inc.
Board Meeting
November 16, 2020

Meeting began at 7:04 pm

Attendees:

Dan Coghlin
Amy Emmatty
Andrea Ennis
Jonathan Frohm
Dave Jones
Kelli Jordan
Joshua Jordan
Dannielle La Rosa
Melanie Mulcahy
Jennifer Schoenefeldt, joined at 7:42
Amy Steil
Tamra White, joined at 7:19

Golf Tournament – Debrief held by Melanie Mulcahy

- 97 golfers, great turnout of volunteers, raised close to \$10,000.
- Debrief held a few days after the tournament to determine best practices and ways to improve next year's tournament.
- Melanie will 'gladly do the golf tournament again'.
- Unanimous vote was held to hold the golf tournament in June 2021
- The golf tournament's fundraising efforts were the gateway into the Dick's Foundation grant

Dick's Foundation - \$7,500 Grant

- Melanie had reached out to the local Dick's representative, in Bethesda, for a golf tournament donation. We were told that 1) we too late for a golf tournament donation but 2) HHS qualified for a grant through Dick's Foundation due HHS's % of students that participated into the Free and Reduced Lunch program.
- Dan Coghlan and Monica Snowden completed and submitted the paperwork. The funds will be sent by Dick's to the Sports Boosters account.

Gym Floor Sales

- 94 of the original 100 pieces have been sold and delivered. There are six pieces left to sell.
- The vendor (Artsman Flooring) has enough of our wood to make another 100 pieces. Jonathan will contact the vendor and ask if they can do the sales on the Artsman Flooring website.

Spiritwear

- Revenue this year has approximated \$3,500 with a profit close to \$900, great numbers considering that our customers have sought us out, they have not made a purchase because they walked by our spiritwear table at a school event.
- Amy Steil has worked on a new mask design – The objective is to purchase 100 black masks and maybe add 20 of the original gray ones that we had ordered this past summer. We sold our 150 grey masks over the summer.

Dining for Dollars

- Amy Steil provided an update – December's Dining for Dollar event will be held at Mr Pepperoni. It was agreed that we'll continue DFD events each month thereafter.
- We have to email Rodney Bedford every time we do a fundraising event. DON'T FORGET!

Possible New Fundraiser – Potomac River Running Virtual 5k

- Dave Jones is in talks with Potomac River Running to hold a virtual 5k for HHS Sports Boosters. The cost would be \$500 plus additional costs for medals, shirts and bibs (PR would provide the medals, shirts at cost, not at cost plus profit). To do a virtual 5k, we avoid several costs – police, road tracking, medical, food.
- Potomac River Running will handle the registration and advertise on their website
- We would need to commit in January for an April or May race date
- BE CAREFUL to not interfere with the Paige Saucedo 5K Memorial (Paige was HHS's ESOL Department Chair). Funds are raised for a scholarship fund.

Wish List

Great ideas were offered in terms of items we could purchase, but there was a general feeling that we'd like to wait a few more weeks until a Wish List launch, at least until practices start.

Athletic Director Update - Jonathan Frohm

- Live Streaming – decisions are still being made in terms of if FCPS will pay for a camera or a system to live stream.
- December 7th is still a firm date for basketball practice to begin.
- Registration via the new registration system is mandatory for all students.
- Jonathan does need to spend a little money to get our teams launched (items needed for track and field, the permanent mat in the wrestling room).
- December 3rd parent meeting – Jonathan will discuss COVID measures, tryouts will occur and then, once teams are selected, parents will meet individually with the coaches. At this moment, FCPS has not made decisions as to spectators.

Membership

Any membership drive should be based on contributions/donations versus 'this membership will give you x numbers of complimentary tickets'. A few more fine tuning needs to happen.

Treasurer Report

- We must be the only booster organization in Fairfax County to have **earned \$10,856 in profit** during these COVID times. Close to \$10k came from the golf tournament, \$1,100 came from sponsorships (thank you Weird Brothers Coffee) and \$800+ came from clothing. We've received \$650 in memberships and close to \$350 in straight donations from individuals and the Amazon Smile program.
 - We expect to receive at least \$8,500 more in revenue from corporate support (Dick's and Herndon Family Medicine)
- Our **balance sheet is solid** - we have close to \$30k available cash, ON TOP of \$20k we've set aside as a cash reserve and almost \$11k that has yet to be spent from last year's Wish List. So, if you look at our balance sheet, we have \$61k in equity (\$30k available cash plus \$20k cash set aside plus \$11k from last year's Wish List)
 - This does not include \$6k that needs to be set aside for scholarships.
 - Another good news story is that the Team Account balances are pretty low - \$13,000 with \$5,400 of that \$13,000 sitting in the Athletic Trainers account. The lower these account balances get, the more the teams are using the money that they earned for themselves.
- **Change in Cash** - each one of us is responsible to know where Boosters' money came from and where it's gone so please review this report. In addition to the normal stuff that is included on the income statement, we also paid \$20k towards the weight room. That money had been set aside last year and was reflected on last year's income statement.
- **Tax return and related schedules have been filed**, on time. We use efile.form990.org to electronically file our return. This year's time stamp of IRS acceptance was November 9th at 3:30 pm (no one needs to know the time...).
- **We have no plans to make the \$15k Field Maintenance Fund Payment** - We have no plan to make further payments into the FCPS field maintenance fund since Boosters' has fulfilled its contractual responsibility.
- Amy E. asked Jonathan how much money he would need to get this year's sports teams launched.
 - Jonathan indicated that \$15k would help run winter, fall and spring sports (\$8k for uniforms, a couple of thousand for the balls, etc).
 - Jonathan also indicated that it would be good to set money aside so that each HHS coach could have a matching HHS Coach Shirt.
 - Lastly, it was noted that the Athletic Department has lost about \$50k from unearned ticket sales due to the cancellation of the Spring and Fall 2020 seasons.
- Discussion held that it would be better to wait (until after the membership drive begins, and the first of the year and the sport season has definitely started) before Boosters donates money. Decision made to regroup and decide donation amount in January 2021.

Meeting adjourned at 8:15 pm