



## HERNDON HIGH SCHOOL SPORTS BOOSTER CLUB

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

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January 7, 2019 Sports Booster Meeting - Meeting started at 6:00 pm

Attendees: Susan Anderson, Kim Douglas, Amy Emmatty, Jonathan Frohm, Dan Coghlan, Kelli Jordan, Jennifer Schoenfeldt, Iris Britt, Byron Britt, Dannielle LaRosa, Rebecca Shapiro, Stephanie Naski, Monica Snowden

**Sports Booster President, Amy Emmatty:** We have golf tournament meeting at 6:30 and a Sponsorship meeting right after the Boosters meeting.

**Recording Secretary's Report, Susan Anderson:** Printed copies of the December minutes are available for review. Motion was made to approve the minutes, seconded and approved. The minutes will be posted on the website.

**Athletic Director, Jonathan Frohm:** We're back from break and a lot is happening this week, there is something at the school every night, even Saturday. Note: People want popcorn at the basketball games. (Need volunteers to make the popcorn and clean the machine or to work with a movie theatre for donation.)

**Cycling for Dollars and Wish List Update, Amy Emmatty:** New Trail Cycling Studio reached out to us and when you use the code GoHornets you get \$2 off the class plus Boosters receives \$4. The promotion was sent in last night's email and posted on Facebook. We'll tweet it as well.

The response to the Wish List is just amazing. The money raised will go to the teams and if we raised more than expected Jonathan will discuss team needs with the coaches. We will keep this up through the end of January and do it again next year. Jonathan will work with Amy and Danielle regarding dispersing funds while following the FCPS policy of issuing a purchase order and invoicing the Boosters. We would like to tie the next fundraising idea with March Madness and focus on raising funds for a new scorer's table.

**Membership, Stephanie Naski:** We received an additional \$235 in membership since our last meeting. Our Current total is: \$28,950. We have 58 Super Hornet, 84 Hornet, 23 Solo Stinger, 13 Nest of Tickets, 18 Faculty/Coaches. The total membership count is 196. None of our winter teams have earned the coach's incentive. Comparing current winter team rosters listed online to the number of families who have joined Sports Boosters vs those who haven't we discovered these numbers:

Girls Basketball – 9/33 families joined

Boys Basketball – 17/36 families joined

Gymnastics – 0/3 families joined

Swim/Dive – 28/67 families joined

Wrestling – 10/41 families joined

A comparison was not made for Indoor Track, which has 104 members.

**Sponsorship and Advertising, Monica Snowden:** Applied for donation/sponsorship with Dick's Sporting Goods but was denied, will try Modell's next. Arbor Terrace reached out and want to support our athletes. A meeting is planned soon. We are meeting tonight, after this meeting, to discuss new strategies. The Wish List was sent to some businesses but did not see any business donations. This proves the point that it helps to have a relationship with the business to be able obtain the donation. In the weekly email we have requested that if anyone knows someone at a business who might be willing to donate to contact us but there has been no response. The winter program is almost complete.

**Communications Secretary Report, Susan Anderson:** Skipped last week due to winter break.

Nothing new for social media. If there is something to be posted, contact Stephanie.

**Concessions Report, Kelli Jordan:** After school sales are slow as is expected. Basketball games are popular, and we stocked today for later this week. There will be another Costco run on Friday, if needed, to prepare for the Friday night game. The CFA Cow will be at the Friday night game and we're selling Chick Fil A sandwiches and pizza. It would be nice if we can have tables outside the immediate concession area to help with crowd control. Danielle will work with Jonathan on logistics. We will check with Nancy to see how basketball concession volunteer sign ups are doing and post the links on the different class Facebook groups.

**Apparel, Kim Douglas & Jen Schoenfeldt:** We sold \$600 at the Chantilly game and sold apparel as Christmas gifts for quite a few.

**Treasurer, Dannielle LaRosa:**

Page 1 (see attachment)

1. Net Income – \$46k net income is ahead of last year's \$1k loss by \$47k. Each revenue category has outperformed last year, with the Wish List adding \$12k to the increase.
2. Uncommitted Net Income - Of the \$46k Net Income, I estimate that we'll have \$17k left after we've paid for the Wish List items, paid for scholarships AND have set aside cash for reserves.
3. Cash Reserve – I'd like to establish a Reserve Cash Balance of \$20k. This will cover the \$15k for the next year's Field Maintenance and \$5k for startup costs (clothing, concessions, booster passes, etc.). This year, we started the year with \$13,400 in cash. Therefore, we'll need to set aside an additional \$6,600 to bring our balance to \$20k.
4. Custodian Gifts – You'll see a placeholder of \$500 for custodian gifts. It is up to the Sports Boosters board to approve this expenditure. We have moved this to the end of the year and may consider something other than monetary. We will discuss again in March and consider reaching out to members to donate along with us.

Page 2 (see attachment)

5. Balance Sheet – shows that we have Equity of \$60k (cash of \$110k less liabilities of about \$60k). Keep in mind that after we deduct \$20k for cash reserves and another \$23k for committed expenses, we have \$17k remaining which is equal to the Uncommitted Cash (\$60k equity less \$20k cash reserve less \$23k future expenses = \$17k uncommitted cash).
6. Team Accounts – There are several accounts that have had zero activity for several years. Jonathan will continue to work with the coaches to make sure they are aware they have these funds available to them.

Page 3 (see attachment)

7. Cash Activity – This last page shows what money came in and what money went out in the month of December. I'd like for everyone to know what checks are written during the month, especially on the team accounts. As you'll see, December was a slow month.

Clarification regarding Scholarships. There are two scholarships Sports Boosters fund. Each scholarship awards one female and one male athlete; the amounts have varied throughout the years. The other two scholarships listed on the website are only managed by the Sports Boosters. A motion was made to change the scholarships to \$3000 per scholarship (\$1500 per female/male athlete), seconded and approved. Jonathan will update the Career Center. A motion was also made to remove the membership requirement from the Ruth D scholarship. The motion was seconded and approved.

We have a lawyer who acts as our registered agent, for \$200 annually, to post to the state our list of officers. A motion was made to eliminate using the outside agent and to add this duty to the description of responsibilities for the Treasurer. The motion was seconded and approved.

Winter donation. Propose \$10,000 for both Winter and Spring donations. The Winter Sports Awards will be February 25 so this decision will be finalized at the February meeting.

**Old Business:** Golf Tournament update. A \$100 deposit has been made to Algonkian Golf Course. The tournament is June 17. We will need golfers and volunteers.

By Laws. We need to focus on this, determine how to transition positions, plan a year-end review meeting to show what we've spent and why as well as elect Board positions. We need everyone to write a "job description" for their position because this is not detailed in the By Laws but would be very helpful to have.

**New Business:** Susan Anderson will not be returning next school year. This means the Recording Secretary Communications Secretary positions are open and in need of volunteers.

Meeting adjourned at 7:18pm; next Meeting will be held on February 4, 2019.

**HERNDON HIGH SCHOOL SPORTS BOOSTERS**  
**PROFIT & LOSS COMPARISON**

	July 1 to December 31, 2018				July 1 to December 31, 2017				
	Revenue	Expense	Profit		Revenue	Expense	Profit		Profit Gain
<b>Core Business</b>									
Memberships	28,865.00	(3,251)	25,614		24,462	(3,168)	21,294		4,320
Concession Stand	25,451	(12,333)	13,118		25,309	(25,144)	166		12,953
Corporate Donations/Ads	16,500	(322)	16,178		5,333	-	5,333		10,845
Wish List	11,832	-	11,832		-	-	-		11,832
Clothing	8,184.75	(3,103)	5,082		8,641.48	(6,734)	1,908		3,174
<b>Total Core Business</b>	<b>90,833</b>	<b>(19,009)</b>	<b>71,824</b>		<b>63,746</b>	<b>(35,046)</b>	<b>28,701</b>		<b>43,123</b>
<b>Other Expenses</b>							-		
Turf Replacement			(15,000)				(15,000)		-
Athletic Donations			(7,500)				(10,000)		2,500
Bank Service Charges			(1,379)				(8)		(1,371)
Office & Web			(734)				(650)		(84)
Letters, Plaques & Trophies			(1,161)				(3,365)		2,204
Banquet Expenses			(311)				(590)		279
Contributions			-				(975)		975
Interest Income			563				13		550
Miscellaneous			79				750		(671)
<b>Total Other Expenses</b>			<b>(25,444)</b>				<b>(29,825)</b>		<b>4,382</b>
<b>Net Income</b>			<b>46,380</b>				<b>(1,125)</b>		<b>47,505</b>

<b>Remaining - Booster Commitments</b>									
Field Maintenance									
Wish List			11,832						
Scholarships			6,000						
Letters, Plaques & Trophies, Programs			3,800						
Admin - insurance, p.o.box			750						
Custodian Gifts			450						
Reserve - Maintain \$20k, Beginning balance was \$13.4k			6,600						
<b>Total Commitments</b>			<b>29,432</b>						

<b>Uncommitted Net Income</b>			<b>16,948</b>						
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**HERNDON HIGH SCHOOL SPORTS BOOSTERS**  
**BALANCE SHEET - DECEMBER 31, 2018**

	Checking	Money Market	Cash Box	Total
<b>Cash</b>	<b>9,034</b>	<b>101,849</b>	<b>100</b>	<b>110,983</b>
Accounts Payable	4,859			4,859
Brick Highway		2,138		2,138
Scholarships		5,460		5,460
Team Accounts		38,465		38,465
<b>Total Liabilities</b>	<b>4,859</b>	<b>46,064</b>	<b>-</b>	<b>50,923</b>
<b>Equity</b>	<b>4,175</b>	<b>55,785</b>	<b>100</b>	<b>60,060</b>

Change in Liabilities July 1 to December 31, 2018					
	Balance July 1	Deposits	Disbursements	Balance Dec 31	
Accounts Payable	-	4,859		4,859	
Total 100 Year Brick Highway	2,346	200	(408)	2,138	
Donald Soberdash Memorial Fund	-	500		500	
Jimmy McLaughlin Scholarship	4,960	-		4,960	
Team Accounts					
Athletic Trainers	15,673		(7,371)	8,302	
Baseball Reserve	80			80	November 2013. \$80 from Brick Highway donation
Basketball - Boys Reserve	-	12,136	(5,568)	6,568	
Cheerleading Reserve	591	5,426	(4,163)	1,855	
Cross Country Reserve	4,537			4,537	Not actively used since 2016. \$120 expense in April 2018
Dance Team	-	2,090	(1,108)	982	
DSA discretionary funds	1,166			1,166	Last used in 2017. Used for kids: entrance fees, insurance, basketball scoreboard, etc.
Field Hockey Reserve	4,244	500	(1,580)	3,164	
Golf Reserve	2,986			2,986	Last used October 2007
Gymnastics	10			10	In 20 years, the only activity was a \$10 deposit made in 2012
Lacrosse- Boys Reserve	1,500			1,500	Used during season
Lacrosse - Girls Reserve	2,498		(307)	2,192	Used during season
SAGA reserve (Recycling)	343			343	August 2004 money was deposited
Soccer - Boys Reserve	285			285	June 2018 - about \$300 withdrawn each June
Soccer - Girls Reserves	919			919	100% Funds from Brick Highway, last deposit September 2014
Softball Reserve	257			257	Rarely used. Last used September 2014
Swim Team Reserve	2,500		(1,791)	709	
Tennis - Girls Reserves	1,667			1,667	Fundraiser in 2010. \$120 used in 2012
Track & Field Reserve	70			70	Transferred balance to school account in 2017. Probably forgot this last \$70
Volleyball - Girls Reserve	828			828	Last used in 2015. They had two fundraisers, one in 2016, and March 2017
Wrestling Reserve	9	100	(62)	47	
<b>Total Team Reserves</b>	<b>40,163</b>			<b>38,465</b>	
<b>Total Liabilities</b>	<b>47,470</b>	<b>25,812</b>	<b>(22,359)</b>	<b>50,923</b>	

Note: Uncommitted Net Income of \$17k = Balance Sheet Equity of \$60k less \$20k in reserves less future commitments of \$23k (scholarships, wish list, admin costs, etc.).

**HERNDON HIGH SCHOOL SPORTS BOOSTERS**  
**CHANGE IN CASH**

<b>Opening Cash, November 30, 2018</b>		<b>126,825</b>
Deposits		
Wish List	4,842	
Concessions	1,835	
Clothing	736	
Membership	150	
Interest Income	132	
<b>Total Incoming Cash</b>		<b>7,695</b>
Disbursements		
Turf Replacement	15,000	
Boys Bball - FCPS Camp Salaries	5,568	
Swim - Kathy McLaughlin	1,791	
Award Certificates - McCabe's Printing Group	372	
Trainers - Lisa Petruzzi	282	
Lacrosse, Girls - St James Tuition	195	
Square Fees	126	
Cheer - Eric Sonnhalter	104	
Golf Tournament - Nova Parks	100	
<b>Total Outgoing Cash</b>		<b>23,538</b>
<b>Ending Cash, December 31, 2018</b>		<b>110,983</b>