



HERNDON HIGH SCHOOL SPORTS BOOSTER CLUB

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

May 6, 2019 Sports Booster Meeting - Meeting started at 6:04 pm

Attendees: Susan Anderson, Jonathan Frohm, Dan Coghlan, Kelli Jordan, Jennifer Schoenefeldt, Danielle LaRosa, Rebecca Shapiro, Stephanie Naski, Monica Snowden, Amy Emmatty

Sports Booster President, Amy Emmatty: Welcome to everyone.

Recording Secretary's Report, Susan Anderson: April minutes were sent via email for review, the final printed version was passed out for one last review. Motion was made to approve the minutes and seconded, minutes were approved. Sign in sheet is out for everyone to sign.

Athletic Director, Jonathan Frohm: Last regular season game is 5/7. By Wednesday we will have tournament information. We will host Girls Lacrosse on Friday and maybe Soccer on Thursday. We are in the middle of interviewing basketball coaches. The office has moved temporarily through next year. Still working on renovation information so can make decisions regarding what Boosters could help with/forecast funds for in the future. Suggestion is to set aside \$10,000 per year until renovation is complete. Concession overhaul (inside and outside stands) will include a bathroom (to be cleaned by custodial staff).

Spring Awards will be June 5 and 6.

Membership, Stephanie Naski: Typically begin ordering tags in June. Transition plan is started. Amy added that we may look at going virtual – buy the membership online and use the app for the tag to help reduce expenses. There is no replacement yet for Membership.

Sponsorship and Advertising, Monica Snowden & Iris Britt: Tying things up for the end of this year. Working with Dick's to schedule a discount day later in the summer. Working on collecting donations that are due. In June will start planning and revamping the sponsorships. In the past mass mailings were not successful so will be dropping that in the Fall and work with existing sponsors as well as pursue others already know may be interested.

Communications Secretary Report, Susan Anderson: Requested list of scholarship recipients when Jonathan has them and can share so they can be announced to the membership.

Concessions Report, Kelli Jordan: Indoor concessions will end this week on Thursday. Due to inventory management, expenses are \$14,000 lower than last year and revenue is up so profit is up. Outside concessions is reducing inventory in preparation for closing soon. Planning for the Fall and for cleaning when both are closed for this school year.

Apparel, Kim Douglas & Jen Schoenfeldt: Nothing new to report. There may be a replacement for Kim who has been in contact with Jen.

Golf Tournament, Amy Emmatty: Early Bird has closed. We had 88 register online before the deadline and another four foursomes have registered offline.

Treasurer, Danielle LaRosa: We continue to do great and increase profit over last year.

1. As of 5/2 net income is close to \$40,000; after expected expenses and funds set aside for next year turf and start up cash, we have \$20,000 available.
2. Plan to close some club accounts that are not being used, we will give them the balance to use.
3. Custodian donations – teacher appreciation week is around the corner and if we are going to make these donations, we need to do so now. We have \$450 allocated for these gifts. A motion was made, seconded and all approved to purchase Target gift cards to be included in Thank You notes written by Jonathan's assistant (to help with timely delivery).
4. After discussion, the motion was made to present \$20,000 to the Athletic department at the Spring Awards. The motion was seconded and approved.
5. It was determined that a process needs to be created to provide detail and documentation to the Boosters regarding purchases made with Booster funds by the DSA.

Old Business: Open positions remaining include VP, Membership, and PR/Communications.

New Business: The returning Board members will meet and plan for next year.

Meeting adjourned at 7:25pm; next Meeting will be held on June 3, 2019 in room 180.

HERNDON HIGH SCHOOL SPORTS BOOSTERS
PROFIT & LOSS COMPARISON

| | July 1 to May 3, 2019 | | | | July 1 to May 3, 2018 | | | | |
|---------------------------------|-----------------------|-----------------|-----------------|--|-----------------------|-----------------|-----------------|--|-----------------|
| | Revenue | Expense | Profit | | Revenue | Expense | Profit | | Profit Gain |
| Core Business | | | | | | | | | |
| Memberships | 30,625 | (3,597) | 27,028 | | 25,750 | (3,168) | 22,582 | | 4,446 |
| Concession Stand | 43,832 | (22,240) | 21,592 | | 35,817 | (39,873) | (4,056) | | 25,648 |
| Corporate Donations/Ads | 16,500 | (503) | 15,997 | | 8,833 | (1,331) | 7,502 | | 8,495 |
| Wish List | 13,882 | - | 13,882 | | - | - | - | | 13,882 |
| Clothing | 8,854 | (3,103) | 5,751 | | 10,251 | (7,262) | 2,989 | | 2,762 |
| Hornet Classic | 11,680 | (100) | 11,580 | | - | - | - | | 11,580 |
| 100-Year Highway | 772 | - | 772 | | - | - | - | | 772 |
| Other | 1,382 | - | 1,382 | | 1,787 | (975) | 812 | | 570 |
| Total Core Business | 127,527 | (29,543) | 97,983 | | 82,438 | (52,609) | 29,829 | | 68,155 |
| | | | | | | | | | |
| Other Expenses | | | | | | | - | | |
| Turf Replacement | | | (15,000) | | | | (15,000) | | - |
| Athletic Donations-Award Nights | | | (17,500) | | | | (15,000) | | (2,500) |
| Athletic Donations-Wish List | | | (13,882) | | | | - | | (13,882) |
| Scholarships | | | (6,000) | | | | (4,000) | | (2,000) |
| Bank Service Charges | | | (1,786) | | | | (8) | | (1,778) |
| Office & Web | | | (1,220) | | | | (1,111) | | (109) |
| Letters, Plaques & Trophies | | | (3,315) | | | | (4,046) | | 731 |
| Banquet Expenses | | | (311) | | | | (730) | | 419 |
| Interest Income | | | 999 | | | | 20 | | 979 |
| Total Other Expenses | | | (58,015) | | | | (39,875) | | (18,140) |
| | | | (87,558) | | | | | | |
| Net Income | | | 39,968 | | | | (10,047) | | 50,015 |

| | | | | |
|---|--|--|---------------|---|
| Remaining - Booster Commitments | | | | |
| Hornet Classic | | | 11,580 | Set aside all revenue until all expenses are received |
| Letters, Plaques & Trophies, Programs | | | 1,500 | |
| Custodian Gifts | | | 450 | |
| Reserve - Maintain \$20k, Beginning balance was \$13.4k | | | 6,600 | |
| Total Commitments | | | 20,130 | |

| | |
|-------------------------------|---------------|
| Uncommitted Net Income | 19,838 |
|-------------------------------|---------------|

Note: Reserve balance of \$20k equals \$15k field maintenance plus \$5k for startup costs (clothing, concessions, booster passes, admin).

HERNDON HIGH SCHOOL SPORTS BOOSTERS
CHANGE IN CASH - APRIL 2019

| | | |
|---|-------|----------------|
| Opening Cash, April 1, 2019 | | 96,359 |
| | | |
| Deposits | | |
| Hornet Classic | 8,700 | |
| Concessions | 7,413 | |
| Brick Sales | 500 | |
| Interest Income | 95 | |
| Clothing | 60 | |
| Other | 11 | |
| Total Incoming Cash | | 16,779 |
| | | |
| Disbursements | | |
| Wish List - Transfer Balance to Athletic Dept | 9,192 | |
| Concessions - Kelli Jordan Reimbursement | 2,058 | |
| Chick Fil A | 140 | |
| Close Team Account - Band | 640 | |
| Close Team Account - Baseball | 80 | |
| Close Team Account - Choir | 40 | |
| Close Team Account - NJROTC | 40 | |
| Team Account Activity - Girls Lacrosse | 76 | |
| Square Fees | 260 | |
| Total Outgoing Cash | | 12,525 |
| | | |
| Ending Cash, May 3, 2019 | | 100,612 |

HERNDON HIGH SCHOOL SPORTS BOOSTERS
BALANCE SHEET - May 3, 2019

| | Checking | Money Market | Cash Box | Total |
|--------------------------|---------------|---------------|------------|----------------|
| Cash | 23,078 | 77,285 | 250 | 100,613 |
| Accounts Payable | 3,974 | | | 3,974 |
| Brick Highway | | 1,446 | | 1,446 |
| Scholarships | | 11,460 | | 11,460 |
| Team Accounts | | 30,085 | | 30,085 |
| Total Liabilities | 3,974 | 42,992 | - | 46,966 |
| Equity | 19,104 | 34,293 | 250 | 53,647 |

| Change in Liabilities April 2019 | | | | | |
|----------------------------------|------------------|--------------|----------------|---------------|--|
| | Balance March 31 | Deposits | Disbursements | Balance May 3 | |
| Accounts Payable | 2,837 | 3,335 | (2,197) | 3,974 | |
| Total 100 Year Brick Highway | 1,146 | 500 | (200) | 1,446 | |
| Bill Hilbold Scholarship | 3,000 | - | | 3,000 | |
| Ruth Delaine Scholarship | 3,000 | - | | 3,000 | |
| Donald Soberdash Memorial Fund | 500 | | | 500 | |
| Jimmy McLaughlin Scholarship | 4,960 | | | 4,960 | |
| Team Accounts | | | | | |
| All Night Grad - 2019 | 40 | | | 40 | |
| Athletic Trainers | 8,302 | | | 8,302 | |
| Band Reserve | 440 | 200 | (640) | - | |
| Baseball Reserve | 80 | | (80) | - | November 2013. \$80 from Brick Highway donation |
| Basketball - Boys Reserve | 0 | | | 0 | Transferred balance to school |
| Cheerleading Reserve | (0) | | | (0) | |
| Choir | 40 | | (40) | - | |
| Cross Country Reserve | 4,537 | | (4,537) | - | Not actively used since 2016. \$120 expense in April 2018 |
| Dance Team | 25 | | | 25 | |
| DSA discretionary funds | 1,095 | | | 1,095 | |
| Field Hockey Reserve | 3,314 | | | 3,314 | |
| Golf Reserve | 2,986 | | | 2,986 | |
| 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 | 2,658 | | (76) | 2,582 | Cathy Green - Senior Night Reimbursement |
| NJROTC | 40 | | (40) | - | Brick donations |
| SAGA reserve (Recycling) | 343 | | | 343 | August 2004 money was deposited |
| Soccer - Boys Reserve | 285 | | | 285 | |
| Soccer - Girls Reserves | 999 | | | 999 | |
| Softball Reserve | 257 | | | 257 | |
| Swim Team Reserve | 1,160 | | | 1,160 | |
| Tennis - Girls Reserves | 1,667 | | | 1,667 | |
| Track & Field Reserve | 70 | 4,537 | | 4,607 | Combined Cross Country & Track |
| Volleyball - Girls Reserve | 828 | | | 828 | |
| Wrestling Reserve | 87 | | | 87 | |
| Total Team Reserves | 36,303 | | | 30,085 | |
| Total Liabilities | 50,859 | 8,571 | (7,810) | 46,966 | |

Revenue by Sports Season

2019

| | Fall | Winter | Spring | Total | | | | Fall | Winter | Spring | Total |
|---------------------------------|---------------|---------------|---------------|----------------|-------------|--|--------------------------|------------|------------|------------|-------------|
| Concessions | | | | | | | Concessions | | | | |
| After School | 5,350 | 3,755 | 3,213 | 12,318 | 10% | | After School | 43% | 30% | 26% | 100% |
| Sports | 18,267 | 4,700 | 8,547 | 31,514 | 25% | | Sports | 58% | 15% | 27% | 100% |
| Total Concessions | 23,617 | 8,455 | 11,760 | 43,832 | | | Total Concessions | 54% | 19% | 27% | 100% |
| Clothing | 7,449 | 1,041 | 364 | 8,854 | 7% | | Clothing | 84% | 12% | 4% | 100% |
| Membership Income | 28,965 | 385 | 1,275 | 30,625 | 24% | | Membership Income | 95% | 1% | 4% | 100% |
| Corporate | 16,500 | 0 | 0 | 16,500 | 13% | | Corporate | 100% | 0% | 0% | 100% |
| Wish List | 0 | 13,882 | | 13,882 | 11% | | Wish List | 0% | 100% | 0% | 100% |
| Hornet Classic | | | 11,680 | 11,680 | 9% | | Hornet Classic | 0% | 0% | 100% | 100% |
| Other | 179 | 1,059 | 916 | 2,155 | 2% | | Other | 8% | 49% | 43% | 100% |
| Total | 76,710 | 24,823 | 25,995 | 127,527 | 100% | | Total | 60% | 19% | 20% | 100% |
| % of revenue each season | 60% | 19% | 20% | 100% | | | | | | | |