



HERNDON HIGH SCHOOL SPORTS BOOSTER CLUB

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

November 6, 2019 Sports Booster Meeting - Meeting started at 5:58 pm

Attendees: Amy Emmatty, Dan Goglan, Jonathan Fromm, Dave Jones, Kelli Jordan, Joshua Jordan, John Hanna, Loubna Hanna, Danielle LaRosa, Heather Metz, Jennifer Schoenefeldt, Monica Snowden, Tamra White,

- 1. Sports Booster President, Amy Emmatty:** Call to order/Welcome to everyone. Announced that minutes for the October meeting are received but not reviewed. We will approve them next meeting
- 2. Recording Secretary, Loubna Hanna:** sign-in-sheet for everyone to sign. Took notes.
- 3. HHS DSA Report, Jonathan Frohm:**
 - a. We have or football game tomorrow against South Lakes.
 - b. Tomorrow, we also have boys' regional cross-country championship. The boys are advancing as a team. The following week, we will have state championship at Lake Meadow and hopefully all the team will be there. The banner for the championship will be up at the gym.
 - c. For the girls' team, we have a freshman and a senior competing tomorrow
 - d. Winter sports are starting Monday: we will announce it on our website, and have the dates for tryouts on Facebook
 - e. We are still looking for the boys' soccer coach.
- 4. Indoor Concessions, Heather Metz:**
 - a. We are doing very well, although Danielle has not done the break-up of the indoor/outdoor concessions.
 - b. We are selling almost everything. Today is the last day of football, so will adjust quantity.
 - c. Overall, it is hard to walk the line between profit and nutritional factors
 - d. We are still looking for volunteers for Tuesdays and Thursdays. Will use the Fall Award night to call for volunteers
- 5. Outdoor Concessions, Joshua Jordan:**
 - a. Tomorrow is the last home game; everything is ready to go.
 - b. As Winter starts, we will take chips and candy to the indoor concession, in addition to the case of coke, sprite and cups of noodles
 - c. For the Weird Brothers: still awaiting confirmation from Paul who will put them in touch with Josh.
- 6. Apparel/Spirit Wear Report, Jennifer Schoenefeldt**
 - a. We have \$1600 in booster bucks not cashed in

- b. There were 20 submissions for the T-Shirt contest, and the winner was number 1 design
- c. Will be meeting the printer on Friday, and will also meet with the student and the art teacher after school
- d. Suggestions for next year: cute and fun hats, ¾ zip athletic shirt with embroidered logo

7. Membership Report, Kelli Jordan:

- a. I have no new numbers to report. But, we need to figure out a way to ask people on the Member Planet if they have a child, or a future Hornet
- b. The dance team has made their numbers: 14 out of 16 families signed up. They get \$250 as a reward.
- c. She suggests reducing the percentage to 70 percent especially for smaller teams. The Board unanimously voted in favor of the drop to 70 percent
- d. With respect to the suggestion to increasing the reward to \$500, the board wanted to delay the vote on this until they look at last year's numbers.

8. Wish List, John Hanna: He circulated the Wishlist with items compiled thus far.

- a. Reached out to all coaches but has still not heard from everybody
- b. Some items on the list are big ticket. All prices are given by the coaches.
- c. Perhaps the booster could match. By doing the Wishlist, it will allow Jonathan to spend money on something else
- d. Amy: the Wishlist is going out next week, the coaches will share it and it will be posted on social media platforms. Last year, \$14,000 was raised. So we will wait for Jonathan to review the list, check the prices and finalize it before the list goes out. Our goal is to have the list launched by Sunday November 17.
- e. We should also ask what the Athletic trainers need

9. Sponsorship/Advertising, Monica Snowden/Dave Jones: reported that

- a. We sent out thank you notes by emails. We framed a picture with sponsors and had it ready for sponsorship night.
- b. It is quiet before winter program, but we have a new advertiser from Reston
- c. We will have the Fall programs displayed during the awards night. It is the last chance for parents to buy the Fall program

10. Treasurer's Report, Dannielle LaRosa: circulated, via email, the budget report among the Booster Board prior to the meeting. Attached to the email were 3 summary tables:

- a) Profits and Loss comparison 2018/2019,
 - b) Balance Sheet November 5 and Change in Liabilities October 8, to November 5, 2019; and,
 - c) Change in cash – Oct 8 to Nov 5, 2019.
1. We have a lot of money. Thanks to your, and our volunteers, hard work, we have \$40,000 available to donate to the Athletic Department. Last year at this time, we had \$26,000 to donate. Please refer to the tables which will show you how much cash we have, after we've set aside our remaining commitments for the year.

2. We earned \$10k more this year over last year. This was driven by a successful membership and corporate sponsorship campaign.
3. Concessions continues to do great with a 50% margin. Our report shows that our profit, of \$11,737, is down a couple of hundred dollars from last year. Our true operating profit has actually improved. What is lost in the numbers is that last year's profits were helped when we received the return of \$2,600 in cash from the prior concession crews' opening cash reserves.
4. Clothing is also doing great. Again, the summary numbers are not showing the entire story. What we have not done is booked the over \$1,000 in Booster Bucks – our membership crew ran a promotion this year where the dollar amount of boosters bucks was increased. Jen has sold over \$1,000 in merchandise that is not reflected in these reports, due to the fact that these reports are cash based. We can do an adjustment for this (increase Clothings revenue while increasing the cost of business for membership) at a later date. Also not reflected is that Clothing now has a well stocked, in demand inventory which they did not have in prior years.
5. We need to make a few important decisions: should we use the money on the weight room, buy a big inflatable tunnel for football, or something else?
6. Frohm: with respect to team accounts, we are not in the business of saving. We need to spend the money, put kids in nice uniforms, have stadium jackets.
7. We should talk about the wish list first. Before we buy helmets, we need to see what on sale, the speed flex are more flexible and airtight, but they cost more money. But they last 10 years and every year we need around 10 new ones.
8. We need to buy Lacrosse helmets: they cost about \$200 a piece, for 20 helmets we need \$4000. We also need about \$4200 to buy basketballs, soccer balls
9. We should also think about fencing soccer field which would cost about \$6000. This project is valuable that can help Lacrosse players as well
10. How about something beyond balls? We need to invest in track and field hurdles: we currently have about 25 usable hurdles; we need \$4000 to buy extra set of hurdles.
11. The new weight room will be empty, the Booster club can buy a big-ticket item equipment.
12. Frohm has already bought benches, dumb bells, and weights. The biggest expense is racks, we already have 3 and we need to buy 3 new squat racks which cost \$3000 a piece. The school does not contribute to the weight room, so he wants money set aside for the weight room.
13. Dan: This summer, there will be no weight room and no gym. We will have an App/workout plan, and kids can go to Planet Fitness
14. Amy suggested: we will gift \$40,000 to the Athletics Department (AD), half of it will go to the weight room and the other half to everything else. It is energizing to people to see money gifted even if we do not buy the items now. Actually, we have \$52,500 in total to give to the AD. Wrestling is coming in 2 weeks, we can write a check of \$32,500 during the Award Night.
15. Messaging is important here: if our goal is to raise \$100,000 for the weight room, then we can write a check of \$32,500 now. Another \$20,000 is waiting to be gifted, but we will hold it in our account. The Board unanimously voted in support of this proposal.
16. Frohm: will give Boosters a list of receipts for items purchased. \$12,000 was earmarked for the wrestling mat. A Hartland Fitness guy will soon come over to give an estimate. He talked to our neighbors to find out how much it cost them to fix their weight room.

11. Amy – shared a couple of new items

- a. Melanie Mulcahy accepted to chair the Golf tournament. This event brought in \$12,500 last year, which funded the cheer and wrestling mat
- b. There are two upcoming silent auctions: Dave will connect with Melanie

c. Food efforts for Moment of Silence on March 7th. We need somebody to coordinate the food for the event. Heather Metz is thinking about volunteering

d. Calendar of Meetings

December 9

January 6

February 3

March 2 (when is winter awards night?)

March 30

May 4

June 8 (when is spring awards night?)

12. Adjourn-the meeting was adjourned at 7:20pm

Next meeting: December 9, 2019

HERNDON HIGH SCHOOL SPORTS BOOSTERS
PROFIT & LOSS COMPARISON

	July 1 to November 5, 2019				July 1 to November 5, 2018			
	Revenue	Expense	Profit		Revenue	Expense	Profit	Profit Gain
Core Business								
Memberships	37,192	(3,948)	33,244		28,280	(3,756)	24,524	8,720
Concession Stand	23,118	(11,381)	11,737		22,101	(9,990)	12,110	(374)
Corporate Sponsors/Ads	22,650	(503)	22,147		16,500	(255)	16,245	5,902
Wish List	-	-	-		-	-	-	-
Clothing	6,452	(6,938)	(486)		7,341	(3,103)	4,238	(4,723)
Hornet Classic	-	-	-		-	-	-	-
Program Sales	905	(409)	496		-	-	-	496
Other	1,560	-	1,560		139	-	139	1,421
Total Core Business	91,876	(23,179)	68,697		74,360	(17,104)	57,256	11,442
Other Expenses							-	
Turf Replacement			-				-	-
Athletic Donations-Award Nights			-				-	-
Athletic Donations-Wish List			-				-	-
Scholarships			-				-	-
Bank Service Charges			(2,509)				(1,089)	(1,420)
Office & Web			(240)				(671)	431
Letters, Plaques & Trophies			(522)				(180)	(342)
Banquet Expenses			-				(141)	141
Custodian Gifts			-				-	-
Interest Income			345				298	47
Total Other Expenses			(2,926)				(1,783)	(1,143)
Net Income			65,772				55,473	10,299

HERNDON HIGH SCHOOL SPORTS BOOSTERS
BALANCE SHEET - NOVEMBER 5, 2019

	Checking	Money Market	Cash Box	Total
Cash	14,749	134,791	250	149,790
Accounts Payable	5,525			5,525
Brick Highway		1,944		1,944
Scholarships		4,960		4,960
Team Accounts		37,138		37,138
Total Liabilities	5,525	44,043	-	49,568
Equity	9,224	90,748	250	100,223

Change in Liabilities October 8, to November 5, 2019					
	Balance Oct 7	Deposits	Disbursements	Balance Nov 5	
Accounts Payable	2,935	2,590	-	5,525	\$3.8k Gregorios, \$1k CFA Amy Stiel, \$500 K.Jordan, \$200 DL
Deferred Revenue	-	-	-	-	
Total 100 Year Brick Highway	3,000	-	(1,056)	1,944	Old Mill - Brick Pavers
Donald Soberdash Memorial Fund	500	-	-	500	
Jimmy McLaughlin Scholarship	4,460		-	4,460	
Team Accounts					
Athletic Trainers	12,079	-	(438)	11,640	shirts, hoodies, for three trainers
Band	55	-	-	55	
Baseball	9	-	-	9	
Basketball	10,468	-	-	10,468	
Dance Team	52	250	-	302	Membership 90%
Drama	55	-	-	55	
DSA discretionary funds	1,092	-	-	1,092	
Field Hockey/ Reserve	1,472	-	-	1,472	
Football	3,216	50	(502)	2,764	Football dinners
Gymnastics	10	-	-	10	
Lacrosse- Boys Reserve	1,092	-	-	1,092	
Lacrosse - Girls Reserve	4,033	-	-	4,033	
SAGA reserve (Recycling)	343	-	-	343	
Soccer - Boys Reserve	(16)	-	-	(16)	
Soccer - Girls Reserves	1,026	-	-	1,026	
Softball Reserve	257	-	-	257	
Swim Team Reserve	971	-	-	971	
Tennis - Girls Reserves	1,466	-	-	1,466	
Volleyball - Girls Reserve	-	-	-	-	
Wrestling Reserve	96	-	-	96	
Total Team Reserves	37,778	300	(940)	37,138	
Total Liabilities	50,859	2,890	(1,996)	49,568	

HERNDON HIGH SCHOOL SPORTS BOOSTERS
CHANGE IN CASH - Oct 8 to Nov 5 2019

Opening Cash, October 7, 2019		148,163
Deposits		
Concessions	10,071	
Clothing	2,109	
Corporate Sponsors	300	
Program Sales	670	
Memberships	110	
Weird Brothers - 50/50 Raffle + Oher	50	
Interest Income	110	
Total Incoming Cash		13,420
Disbursements		
Memberships - Booster Football Attendance	3,075	
Brick Highway - Olde Mill Impressions	1,056	
Clothing - FairfaxScreen Printing	2,529	
Clothing - Reston Shirt and Graphic Co.	481	
Clothing - Andrea Ennis	281	
Concessions - Amy Steil	1,223	
Concessions - Joshua Jordan	1,086	
Concessions - Heather Metz	627	
Concessions - Heather Metz	317	
Concessions - Amy Steil	274	
Concessions - HHS Band Refund	100	
Cash Box - Change in Cash	30	
Bank Service Charge	35	
Bank Service Charges - Credit Card Fees	88	
Programs - The UPS Store	152	
Trainers - Sports Plus/Battlefield	357	
Trainers - Lisa Petruzzi	81	
Total Outgoing Cash		11,792
Ending Cash, October 7, 2019		149,790