



## **HERNDON HIGH SCHOOL SPORTS BOOSTER CLUB**

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

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September 4, 2019 Sports Booster Meeting - Meeting started at 6:00 pm

Attendees: Iris Britt, Andrea Ennis, Amy Emmatty, Jonathan Fromm, Dave Jones, Kelli Jordan, Joshua Jordan, John Hanna, Loubna Hanna, Danielle LaRosa, Heather Metz, Brian Overman, Jennifer Schoenefeldt, Monica Snowden, Tamra White, Amy Steil.

- 1. Sports Booster President, Amy Emmatty:** Call to order/Welcome to everyone.
- 2. Recording Secretary, Loubna Hanna:** Circulated sign-in-sheet for everyone to sign. August minutes approved.
- 3. HHS DSA Report, Jonathan Frohm:**
  - a. Still dealing with the overwhelming pressures of the start of the academic year, but the support has been awesome.
  - b. Still advertising for boys' and girls' soccer coaches
  - c. Shared the blueprint for the new concession stand: the concession will be in the current red barn area. We are still waiting for the right measurements so we can get the right size of appliances. There will be one bathroom in the new concession and a storage room. The concession stand will be in the same building with bathrooms for stadium visitors.
  - d. There was a brief discussion about a safe and the space for it-no decisions made.
- 4. Social Media, Tamra White:**
  - a. Continue to post announcements on Facebook, Twitter and Instagram. Students suggest the Booster Club gets a Snapchat account where pictures last only for 24 hours. The more numbers of followers the better to sell advertising and sponsorship and increase the number of followers.
  - b. Creating a T-shirt design contest for the students. The art teacher offered to help with the initial judging to reduce the number of t-shirt designs down to 4-5 choices. The announcement will go out on Monday September 16th. The winner of the T-shirt contest will be announced on Homecoming or at the Pep rally. Waiting on school approval for the announcement and date. Will ask for input from the Boosters Club. Jennifer is happy with the help for the T-shirt designs and will also judge and present the winner of the context.
  - c. We started rolling out Booster Volunteer Spotlights and have had a number of volunteers on social media. The outpouring of gratitude for their volunteer services is very positive and overwhelming! Great job everyone and thank you for your volunteer efforts! If you didn't have me take your picture yet, please don't let me leave you out...grab me!!
  - d. I sent notes to all the coaches that I have emails for introducing myself as the social media/communication director for sports booster. I explained that I wanted to help promote

their sport and the team members, requested that they have the parents send pictures or the coaches themselves. Also expressed interest in taking pictures of the team members.

- e. I will carve some time out with Amy to work on the web site to make it more of a destination location for parents to go for information.
- f. Suggestion for new business: Pre-submit reports a few days before, this way we can read them and ask questions at the meeting

#### **5. Indoor Concessions, Heather Metz:**

We had a good start of the year. Hot food sells well, and the burritos are also selling.

#### **6. Outdoor Concessions, Brian Overman:**

- a. To date, the concession brought in \$2600 in revenue. During the Friday Varsity game about 300 hot meals were sold including pizza, chicken sandwiches and hotdogs. Most of the hot meals were sold before half time, so there is a suggestion to add more hot meals for half-time.
- b. Tomorrow we will restock so we get back to where we were before Friday. There is a concern that we might end up with a "glut" of plain potato chips since all other chips are selling except these. Two suggestions were made to resolve this: either sell these potato chips with hotdogs as a combo, or, use the bags to feed the athletes.
- c. There was also a suggestion to add another sign for the express line to we can have one overhead and one on the window.

#### **7. Volunteer update, Nancy Cazenias**

Concession volunteer spots are filling up, but need to remind teams to get the SUG out.

#### **8. Apparel/Spirit Wear Report, Jennifer Schoenefeldt**

- a. To date, we sold \$520 worth of spirit wear covered by booster bucks
- b. Top selling night is meet the coaches- revenue of \$650
- c. We have a new vendor: Fairfax Screen Printing. Owned by a HHS alumni. Meeting him to discuss pricing.
- d. Need to meet with Danielle and Amy about purchasing new items
- e. The idea of purchasing a button-making machine for \$200 was brought up but voted down

#### **9. Membership Report, Kelli Jordan:** As of September 3, we have

- a. 7 Future Hornets (20 individuals), \$700
- b. 7 Future Hornets (28 individuals) : \$700  
7 Faculty/Coach (7 individuals) : \$70  
56 Super Hornets (224 individuals) : (\$16,800)  
66 Hornets (132 individuals) : \$13,200  
26 Stinger (26) : \$2,600
- c. For a total of 162 memberships, 417 individuals, and \$33,370 in memberships pass purchases, minus about \$1700 in fees, the result is almost \$31m000 in profit. Also, we've sold \$25 in additional booster bucks, \$150 in additional passes (3 additional passes at \$50 each), 11 magnets for a total of \$55, 3 sweatshirts for a total of \$75, and 3 long sleeve Tshirts for a total of \$45.
- d. We set up a table at both the Clearview Elementary Shool's Back to School/Open house and Herndon Middle School Open House. Will also set up a table this week at Back to School Nights in Hernson High School, Armstrong Elementary and Aldrin. We did not have the manpower to do the Open House at Dranesville, Hutchison, and Herndon Elementary schools, so we'll participate

in their PTA meetings as possible. Would like to put a half page flyer in Tuesday folders/news you choose for the elementary schools to publicize our Pyramid Night and the Future Hornet membership.

- e. Our members were very excited with the new setup of the Booster Member entrance, and their very own members line for the concession stand. I have ordered 2 stamps that we'll have for the next home game to use for the concession line.

**10. Wish List, John Hanna:** reached out to all fall sports coaches to get their wish list. So far:

- a. Have received only the Football list. The dance coach is doing her own fundraising to get the uniforms for Jazz uniforms.
- b. Jonathan will help John link up with all head coaches. Jonathan will review the final wish list to ensure items are coordinated with current purchasing plans already in place.
- c. Will send out complete list once he receives complete information.

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

- a. Over \$20,000 raised in sponsorships and advertising
- b. 61% of current sponsorship and ads are renewals
- c. Received \$3,000 from Green Lizard, our newest Silver sponsor
- d. With the exception of Green Lizard, the ads have been submitted to the program
- e. The focus is now on Thank-you letters to all the sponsors

**12. Treasurer's Report, Dannielle LaRosa:** circulated via email the budget report among the Booster Board prior to the meeting. The report highlighted that:

- a. To date (July 1 to September 3, 2019), total revenue of the Sports Boosters is \$59,552 which is higher than the same time period in 2018, \$37,996. The higher revenue reflects increases across categories including, membership, concessions and sponsorships/advertising.
- b. The treasurer requested that reimbursement forms be filled out and returned to her within two weeks of the expense. Reimbursements are then made within two weeks (usually within one week).
- c. Cheer mats have been ordered. Jonathan is still waiting for estimates for the wrestling mats and will order asap.

**13. Old Business –**

- a. Future meeting dates were proposed. Next meeting date of October 7 approved. Other dates will be confirmed at next meeting:  
Proposed dates: Calendar of Meetings  
October 7  
November 11 (when is falls awards night?)  
December 9  
January 6  
February 3  
March 2 (when is winter awards night?)  
March 30

May 4

June 8 (when is spring awards night?)

- b. Booster Liability – need to establish a process for coaches to request events “sponsored by boosters”
- c. Golf Tournament – need to identify chair/committee and volunteers to run the tournament. Last year’s organizers, the alumni, do not want to do it again.

#### **14. New Business**

- a. *“Moment of Silence”* fundraiser – the tentative date agreed on is March 7<sup>th</sup>. We still need to identify committee and start planning. Homecoming is targeted for announcement of date. We need to identify a company that can turn pieces of the flooring into artifacts to sell. The idea of using the bleachers was brought up but no specifics were offered about how to include them in the fundraiser.
- b. September 27 is the Pyramid night. The tailgate will be at 5:30pm at the Church across the street. They will provide hotdogs

#### **15. Adjourn**–the meeting was adjourned at 7:00pm

**Next meeting:** October 7, 2019

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

	July 1 to September 3, 2019				July 1 to September 3, 2018				
	Revenue	Expense	Profit		Revenue	Expense	Profit		Profit Gain
<b>Core Business</b>									
Memberships	33,335	-	33,335		20,705	(335)	20,370		12,965
Concession Stand	3,891	(624)	3,267		3,200	(789)	2,411		856
Corporate Donations/Ads	20,650	-	20,650		12,750	-	12,750		7,900
Wish List	-	-	-		-	-	-		-
Clothing	1,653	(3,647)	(1,994)		1,274	(694)	580		(2,574)
Hornet Classic	-	-	-		-	-	-		-
Other	23	-	23		67	-	67		(45)
<b>Total Core Business</b>	<b>59,552</b>	<b>(4,271)</b>	<b>55,281</b>		<b>37,996</b>	<b>(1,818)</b>	<b>36,178</b>		<b>19,103</b>
<b>Other Expenses</b>							-		
Turf Replacement			-				-		-
Athletic Donations-Award Nights			-				-		-
Athletic Donations-Wish List			-				-		-
Scholarships			-				-		-
Bank Service Charges			(1,906)				(686)		(1,219)
Office & Web			(240)				(671)		431
Letters, Plaques & Trophies			(522)				-		(522)
Banquet Expenses			-				(141)		141
Custodian Gifts			-				-		-
Interest Income			140				58		81
<b>Total Other Expenses</b>			<b>(2,528)</b>				<b>(1,440)</b>		<b>(1,087)</b>
<b>Net Income</b>			<b>52,753</b>				<b>34,738</b>		<b>18,015</b>

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

	Checking	Money Market	Cash Box	Total	Last Year - September 3, 2018
<b>Cash</b>	<b>34,770</b>	<b>102,586</b>	<b>400</b>	<b>137,756</b>	<b>98,003</b>
Accounts Payable	941			941	205
Brick Highway		3,000		3,000	2,546
Scholarships		4,960		4,960	5,460
Team Accounts		41,651		41,651	41,374
<b>Total Liabilities</b>	<b>941</b>	<b>49,611</b>	<b>-</b>	<b>50,553</b>	<b>49,585</b>
<b>Equity</b>	<b>33,829</b>	<b>52,975</b>	<b>400</b>	<b>87,203</b>	<b>48,418</b>

Change in Liabilities June 2019					
	Balance June 3	Deposits	Disbursements	Balance June 30	
Accounts Payable	215	726	-	941	RSG of \$726, DL of \$215
Deferred Revenue	3,000	-	(3,000)	-	
Total 100 Year Brick Highway	3,000	-	-	3,000	
Donald Soberdash Memorial Fund	500	1,000	(1,000)	500	
Jimmy McLaughlin Scholarship	4,960		(500)	4,460	
Team Accounts					
Team Reserves - Other	1,070	-	(1,070)	-	bricks
Athletic Trainers	13,261	-	-	13,261	
Band	55	-	-	55	
Baseball	9	-	-	9	
Dance Team	52	-	-	52	
Drama	55	-	-	55	
DSA discretionary funds	1,095	-	-	1,095	
Field Hockey/ Reserve	3,314	-	-	3,314	
Football	9	3,551	(324)	3,236	football parents fundraising
Gymnastics	10	-	-	10	
Lacrosse- Boys Reserve	1,092	-	-	1,092	
Lacrosse - Girls Reserve	4,129	-	(96)	4,033	Pam Tyrell
SAGA reserve (Recycling)	343	-	-	343	
Soccer - Boys Reserve	(16)	-	-	(16)	
Soccer - Girls Reserves	1,026	-	-	1,026	
Softball Reserve	257	-	-	257	
Swim Team Reserve	1,160	-	(188)	971	
Tennis - Girls Reserves	1,466	-	-	1,466	
Volleyball - Girls Reserve	828	-	-	828	
Wrestling Reserve	96	-	-	96	
<b>Total Team Reserves</b>	<b>36,303</b>	<b>3,551</b>	<b>(1,678)</b>	<b>31,185</b>	
<b>Total Liabilities</b>	<b>50,859</b>	<b>5,277</b>	<b>(6,178)</b>	<b>40,087</b>	