



# Meeting Notes

## Dallas Center – Grimes Athletic Booster Club July 2, 2024 6pm Meadows Auxiliary Gym

### Attendees:

x	Tonya Amos		Brandt Eischen		Ryan Roberts
x	April Beauford	x	Laura McConnell		Mike Smith
x	Brent Buttjer		Shaun O'Toole	x	Leslee Valenta
x	Mike Bynum		Kim Praska	x	Heather Whitten
x	Danielle Carlson		Nick Reggio		

Topic		Notes
Call to Order		Time: 6:02pm
Review of Previous Meeting Minutes		<b>Approval of June Meeting Minutes</b> Motion: L. Valenta Second: D. Carlson
Reports	Secretary's Report April Beauford	No updates
	Treasurer's Report Heather Whitten	<b>Approval of June Treasurer's Report</b> Motion: L. Valenta Second: D. Carlson  <b>2024-25 Process Adjustments</b> <ul style="list-style-type: none"> <li>Will adjust some accounting practices going forward in order to more accurately reflect earnings from events. For example, with golf outing having some applied toward last year and some towards this year.</li> <li>Cleared the safe out and made deposit. Will be tightening up the safe procedures so we deposit at end of each season while leaving a standard amount in there as carryover.</li> <li>Got an Amazon Prime account for non-profit at \$129 for a year, which is used frequently.               <ul style="list-style-type: none"> <li>Will use booster debit card account for everything so we can easily run reports and pull invoices in order to centralize all receipts.</li> <li><b>ACTION:</b> Will need to remove the concession account from it since this is a current constraint.</li> <li><b>ACTION:</b> Mike will include merchandise, purchasing and technology leads on Amazon account.</li> </ul> </li> <li>Purchased binders for each concession stand and adding some standard procedures for financials and including receipts.               <ul style="list-style-type: none"> <li>Include a phone number in the book</li> <li>Will update safe code to ensure only concession overseers have this info since it's been a while since this was changed.</li> <li><b>ACTION:</b> Laura will schedule a meeting ahead of sports season with all concession overseers to review changes and make sure everyone is up-to-date.</li> </ul> </li> <li><b>ACTION:</b> There are a number of things that reference Allison as a contact. H. Whitten will get these updated.</li> <li>True Value account will be updated to reflect only Ryan.</li> <li><b>ACTION:</b> H. Whitten will need access to Square account for concessions.</li> </ul>

	<ul style="list-style-type: none"> <li><b>ACTION:</b> Can someone figure out how to modify email so it no longer shows it's coming from Mike Smith?</li> <li>Any communications related to financials, sent to <a href="mailto:Treasurer@dcgboosterclub.com">Treasurer@dcgboosterclub.com</a></li> </ul>
<b>VP Report</b> Laura McConnell	<p><b>Reviewed 2024-25 Sponsorship level suggestions</b></p> <ul style="list-style-type: none"> <li>Shaun and Laura met to create a flier - will keep levels the same for now. Trying to streamline the tracking of sponsorships.</li> <li>Suggestion just to assign the games</li> <li>Could include a whole-season scholarship going forward</li> <li>Shaun has a number of contacts he's already in touch with to fill many of the sponsorships</li> <li>Johnston has a Booster Club commercial and other legitimate commercials during their live streams to highlight sponsors. Will be looking to include something similar.</li> <li>For live stream sponsors, includes a live stream add for higher level sponsorships. Could sell ads on top of this.</li> <li>One sponsor had concerns about static sponsorships shown throughout the stream or for an extended period of time; should ensure that we are flying ads in and then removing to avoid any conflict with a game sponsor.</li> <li>Charter Bank would like first right to sponsorship and refusal for all post-season events.</li> <li>Discussion about flags in gym was discussed and ultimately decided against</li> </ul> <p><b>Reviewed 2024-25 Membership level suggestions</b></p> <ul style="list-style-type: none"> <li>Removed the sticker logo since there was a lack of use, which used to be part of the \$50 option</li> <li>Reviewed additional levels</li> <li>Updated driveway stencil options. Group agreed that the circle logo would be ideal for this year</li> <li>Junior Stampede will remain as is for now, but if we don't get a lot of buy-in or someone to run it, may need to revisit.</li> </ul> <p><b>Approval of Sponsorship &amp; Membership campaign timeline</b></p> <ul style="list-style-type: none"> <li>Launch membership &amp; sponsorship campaign by mid-July, and will promote on Facebook. Will determine cutoff date based on printing timeline, tentatively 8/20 based on first home football game.</li> <li>Approved sponsorship &amp; membership levels</li> </ul> <p>Motion: D. Carlson Second: L. Valenta</p>
<b>Scheduling Report</b>	<p><b>Review upcoming scheduling needs</b></p> <ul style="list-style-type: none"> <li>Need overseers for upcoming softball and baseball games</li> </ul>
<b>Purchasing Report</b> Lelsee Valenta	<b>No updates</b>
<b>Merchandise Report</b> Danielle Carlson	<p><b>Softball shirts</b></p> <ul style="list-style-type: none"> <li>Looking at offering a softball conference co-champ shirt and state shirt</li> </ul>
<b>Communications Report</b> April Beauford	<p><b>2024-25 Communications Adjustments</b></p> <ul style="list-style-type: none"> <li>Met prior to today's meeting. Will implement/take over:               <ul style="list-style-type: none"> <li>Quarterly newsletter</li> <li>Social posts</li> <li>Website updates (if applicable)</li> <li>Email distribution to Exec team and all board members</li> <li>Calendar of events</li> </ul> </li> </ul>
<b>Technology Report</b> Mike Bynum	<p><b>Game streaming</b></p> <ul style="list-style-type: none"> <li>Will stream softball substate games</li> <li>Asked to do the same for baseball</li> <li>Approx \$250 for baseball and \$400 for softball; have potential sponsors lined up</li> </ul>

		<b>Concessions cameras</b> <ul style="list-style-type: none"><li>Have cameras for concession stand; still being set up</li><li><b>ACTION:</b> Will order signs for each concession stand stating that they are being recorded.</li><li>Set up purchasing email</li></ul>																		
	<b>Activities Report</b> Brent Buttjer	<b>Charter Bank sponsorship</b> <ul style="list-style-type: none"><li>Bumped to \$10,000</li><li>They are getting customers as a result of our live stream</li></ul> <b>Requests</b> <table><thead><tr><th>Items</th><th>Amount Requested</th></tr></thead><tbody><tr><td>Football helmets and shoulder pads (~10 each)</td><td>\$5,000</td></tr><tr><td>MS volleyballs and floor tape</td><td>\$1,640</td></tr><tr><td>Boys &amp; Girls spring tennis Top Spin Pros – 1 for each at \$150 ea.</td><td>\$300</td></tr><tr><td>Girls varsity basketball away uniforms</td><td>\$2,700</td></tr><tr><td>Training room second whirlpool – a lot of use out of one and would like one for cooling and other for heating</td><td>\$9,255</td></tr><tr><td>Pneumatic leg sleeves for cross country – 3 sets at \$800 ea.</td><td>\$2,400</td></tr><tr><td>Shot clocks for Meadows auxiliary gym with install</td><td></td></tr><tr><td><b>TOTAL REQUESTED</b></td><td><b>\$27,495</b></td></tr></tbody></table> <b>Approved requests</b> <p>Motion: L. Valenta Second: D. Carlson All in favor</p>	Items	Amount Requested	Football helmets and shoulder pads (~10 each)	\$5,000	MS volleyballs and floor tape	\$1,640	Boys & Girls spring tennis Top Spin Pros – 1 for each at \$150 ea.	\$300	Girls varsity basketball away uniforms	\$2,700	Training room second whirlpool – a lot of use out of one and would like one for cooling and other for heating	\$9,255	Pneumatic leg sleeves for cross country – 3 sets at \$800 ea.	\$2,400	Shot clocks for Meadows auxiliary gym with install		<b>TOTAL REQUESTED</b>	<b>\$27,495</b>
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	<b>Old Business</b>	<b>New phone chat group was set up</b>  <b>Leslee needs a debit card</b> – confirmed completed  <b>Choose driveway stencil art</b> – group agreed on “circle” Mustang logo shared by M. Bynum  <b>Lower number of volunteers for remaining softball/baseball schedule</b>  <b>Set up cameras in concession stands</b> – Being completed by M. Bynum																		
	<b>New Business</b>	<b>2024-25 Membership Drive timeline</b> – addressed in VP Report  <b>Event updates</b> <ul style="list-style-type: none"><li>Volleyball tournament will be held 2/15-2/16 at Meadows, Meadows Aux, and Northridge</li><li>Boys basketball tournament will be held 2/22 at Meadows and Meadows Aux</li><li>Cake Auction will be held 2/14</li><li>Golf Event results</li><li>Discussed possibility of a DJ Bingo or Trivia event for athletes as a second event along with main trivia event</li></ul> <b>New finance procedures, and square and Bros access for Heather</b> – addressed in Treasurer’s Report																		
	<b>Next Meeting</b>	<b>Wednesday, August 7, 2024 at 6pm – Meadows Auxiliary Gym</b>																		
	<b>Adjournment</b>	<b>Meeting Adjourned</b> <p>Motion: L. McConnell Second: D. Carlson</p>																		

<b>Action Items</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Will need to remove the concession account from Amazon Prime since this is a current constraint on Heather's ability to purchase using Booster Club account.</li> <li><input type="checkbox"/> Mike will include merchandise, purchasing and technology leads on Amazon account.</li> <li><input type="checkbox"/> Laura will schedule a meeting ahead of sports season with all concession overseers to review changes and make sure everyone is up-to-date.</li> <li><input type="checkbox"/> There are a number of things that reference Allison as a contact. H. Whitten will get these updated.</li> <li><input type="checkbox"/> H. Whitten will need access to Square account for concessions.</li> <li><input type="checkbox"/> Can someone figure out how to modify email from Treasurer so it no longer shows it's coming from Mike Smith?</li> <li><input type="checkbox"/> H. Whitten will order signs from Amazon for each concession stand stating that there are cameras recording.</li> <li><input type="checkbox"/> L. McConnell add A. Beauford to socials as admin</li> </ul>
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<b>Important Resources</b>	<p><b>DCG Booster Club website:</b> <a href="http://dcgboosterclub.com">dcgboosterclub.com</a></p> <p><a href="#">Volunteer Sign Up</a></p> <p><a href="#">Athletics Schedule</a></p> <p><b>Booster Club Email Distribution Lists:</b>  Treasurer <a href="mailto:Treasurer@dcgboosterclub.com">Treasurer@dcgboosterclub.com</a>  Communications <a href="mailto:Communications@dcgboosterclub.com">Communications@dcgboosterclub.com</a>  Execs <a href="mailto:Executives@dcgboosterclub.com">Executives@dcgboosterclub.com</a>  Chairs <a href="mailto:Chairs@dcgboosterclub.com">Chairs@dcgboosterclub.com</a>  Members <a href="mailto:Members@dcgboosterclub.com">Members@dcgboosterclub.com</a></p>
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Booster Club Calendar of Events	
Date	Event
TBD	Trivia Night
February 14, 2025	Cake Auction
February 15-16, 2025	Volleyball Tournament
February 22, 2025	Boys Basketball Tournament