

ELTC
BOOSTER MEETING
3/6/17

The following is a meeting synopsis of the March 6, 2017 ELTC Booster Club meeting. If there are additions or changes needed, please contact Jo Haugen at haugenjo@yahoo.com.

Board and Committee Members Present:

Coach Sherwin, Coach VandeBerg, Natalie Pueschner, Bret Lewison, Jo Haugen, Ron Reimann, Michael Novack, Dawna Novack, Sarah Trachet, Bev DeWitte, Anne Barnes, Joy Kamano, Chris Miller, Shane Ferguson, Becky Laak, Bill Laak, Mark Morken, Lynn Rauch.

Call to order @ 7:01pm

February meeting minutes were approved but were not uploaded to the Web site. Will be uploaded immediately.

Board Position Elections

The board recommended the following to the 2017 board. A motion was made to approve all proposed board members, was seconded and carried.

Bret Lewison, President
Ron Reimann, Vice President
Jo Haugen, Secretary/Communications
Natalie Pueschner, Treasurer
Julie Cochran, 12th Grade Liaison
Joy Kamano, 11th Grade Liaison
Chris Miller, 10th Grade Liaison
Dennis McKenzie, 9th Grade Liaison
Shane Ferguson, EVAA Liaison

Financial Update – Natalie Pueschner

Natalie provided a handout at the meeting.

- **Budget Preparation**
The executive committee met to establish a budget, prepared using an estimated player count of 170 including 25 seniors. The budget was determined using actual 2016-2017 results and a conservative measure for next season. The budget results in a net income carryover of approximately \$4,600 to help cover the cost of additional equipment needs in future years. The budget time frame begins in early April with the flower sales and ends in March with the payment of the coaches' stipend to the district.
- **Lightning Card Sales**
Lightning card sales are budgeted to be our top fundraiser for the 2017-2018 season with a net income of \$18,700 or \$110 per player. The 2016 average revenue per player was just shy of \$115 (based on the number of players at the end of the season). The 2017 budget was set at \$110 per player because early in the season player participant numbers fluctuate. We are setting the per player income conservatively as early season participants are difficult to estimate.
- **Equipment Fee and Flower Fundraiser**

The equipment fee is \$100 per player and is for those players that did not sell \$200 of flowers in the spring. Our average margin on the flower fundraiser is about 50% so players that sell \$200 of flowers, the club will generally earn \$100 which is credited to the player making the sales. The average per player should equal about \$100 when combining the equipment fee and flower fundraiser. The average per player has been budgeted at approximately \$70 due to financial accommodations for players who can't afford the full amount of the equipment fee.

- **Concessions**

Concessions revenue will consist of 4 home games and the KOB. In 2016, the average revenue per event was just over \$2,000 in 2016. This includes a very large AV/EV game. The 2017 season opponents will not include any of the local rivalries and opponent's attendance is expected to be low. The budget is set at \$1,400 per event for a total of \$7,000.

- **Snap Fundraising/Donation Drive**

This new fundraiser has been approved to take place in August/September. We have estimated a net return of \$15,000 or \$88 per player in 2017. This is our first year with this new fundraiser and although the company has realized higher returns per player for other teams, we want to be conservative on our estimate because the fundraising will run concurrently with the lightning card sales.

- **Other programs**

- Spirit wear – budget of \$1,000, solid inventory of items
- EVAA donation – Budget of \$4,000 same as prior years
- Victory circle – Set to \$0 – we do expect some brick sales
- Programs – Budget of \$1,700 (net) in 2017, 2016 was \$2,600 (we had a printing credit from 2015)
- Women's social – net cost \$100
- Pancake breakfast – Discontinued due to Snap Fundraising
- Special Olympics – Budget of \$5,000 for assistance with Special Olympics in June.
- Donations and other miscellaneous - \$3,400 consistent with prior years

- **Expenses**

Equipment – Includes player shirts, new helmets, and other miscellaneous equipment
Budget \$13,750; 2016 Actual \$22,000 – includes new uniforms – 2 sets

PAK Parties

Budget \$1,000; 2016 actual \$466

Senior gifts – budgeted to be \$40 per player; 2016 spent \$29 per senior

Varsity banquet – increased the budget from \$500 to \$900. Would recommend this item be reviewed as the season advances as there have been suggestions that the amount for junior players is too high and attendance has been impacted.

Senior parent expense – budgeted at \$1,200 in 2017, this includes an amount for additional meals for the PAK party after senior night.

Coaches' stipend

Budget of \$39,000 to cover 11 coaches ranging from \$1,000 to a full stipend

All other detail expenses are consistent with 2016 amounts.

- Should we start developing an equipment fund with any money left over from each year? Consider a multi-year forecast?
- If we get into any budgetary trouble this year, we could raise concessions prices or solicit funds.
- We could also consider increasing our equipment buying power by purchasing with other schools. Coach Sherwin wrote a proposal about this for the district.
- Should we ask parents who bought helmets if they'd like to donate them to us after graduation?

Flower Fundraiser

Julie was unable to attend the meeting but sent us information ahead of time to share at the meeting.

- Eisele's sent the price list and options for this year and every item went up 5 cents. If a flower cost \$1.55 last year, it is \$1.60 this year. We charge \$3 for these flowers. It will take off our profit, but Julie does not suggest that we mark them up.
- Julie suggests increasing the price of the hanging plants. They are going from 10" to 11" this year, and the cost is \$14.50, a raise in 25 cents over last year. Last year we charged \$25 for these and that is still what Eisele's recommends, but Julie thought we should raise the price to \$26 to cover the loss in profit from the individual flowers.
- Julie recommends keeping the same flower choices as last year.
- Eisele's confirmed a May 21st delivery date.

A motion to increase the hanging basket price by \$1 was made, seconded and carried.

Committee Openings

- Pressing needs: Spirit Wear, PAK and Flower Sales.
- Bret Lewison will meet with the grade liaisons to implement a new system where the grade liaisons recruit and organize volunteers for the committees.
- A new system is being put in place where an experienced parent committee chair will be paired with underclassmen parents on committees. As the experienced committee chair moves on (the year they move could vary by committee), the underclassmen parents take over the chairman position and new underclassmen parents are recruited.
- Job descriptions are needed for all committee positions. Jo Haugen will write them.

Snap Fundraising

We need an executive committee meeting with the Snap rep to go over the numbers and learn more about the incentive options to estimate our net profit.

Social Media

- Coach VandeBerg has been taking photos and video of weight room events. He will send them regularly to Jo Haugen for uploading to the FB page.
- We should consider using the FB jobs posting feature to advertise for committee members.
- We need to work with Andrea Theis to create a plan for fundraising through sponsors on FB.
- We need to advertise Team I Night @ BWW on April 10th

Coach VandeBerg comments

- The most recent strength testing results were the best in a long while.
- "Rip your shirt" day is coming up. Coach will send a video.
- Players who have been in the weight room a particular number of days will be allowed to put a personal quote on one of the blocks on the weight room wall. Photos to come.

Coach Sherwin comments

- Coach is still persisting about a schedule change. He will be going to the football advisory committee next, sending them a proposal before Spring break. Changes to the schedule cannot happen until March 18th.

- Coach is talking with the AV coach regarding an event to replace the BFTA game. Maybe we'll do a Tackle Cancer game night when we both have home games going on. Randy Shaver wants to help out with whatever event we organize since ours was the most successful ever. Other ideas included: putting someone you're playing for on the back of your jersey, adding EVAA in to make it more of a community event, and reaching out to the Legion Club.
- The most recent strength testing results were the best in a long while.

Parent Meeting

- Coaches will visit middle schools April 3-5, and will invite parents to the meeting.
- To be communicated at the meeting: summer schedule, flower sale info (packets will be handed out), fundraisers, the costs of running the program, and the senior motto.
- Spirit wear items will be sold at the parent meeting and through online store: mom and dad t-shirts, umbrellas, blankets, stadium chairs and coffee tumblers. We need to add this info to the parent night letter.
- A high school player meeting will be held after the parent meeting.

Miscellaneous

- Jo Haugen and the Novacks will look into the costs of having a Lightning Football banner designed and printed for the football players as well as to sell to fans. The Novacks know a graphic designer who might be willing to help us out.
- The ELTC extends our heartfelt thanks and best wishes to all outgoing board members.

Upcoming board meetings:

Parent meeting – April 9

May 1

June 5

Meeting adjourned @ 8:01pm