



TOUCHDOWN CLUB MEETING

7/18/2023

Attendance: Amy Mitchell, Coach Harbert, Tina Perez, Tim Staley, Kelly Crider, Kristen Lively, Alicia McInnes, Leigh Gibson, Allison Jernigan, Janna Hinojosa, Dirk Mitchell, Jennifer Fisher, Kay Barker

Coach: Captains Camp is set for next week. Staff are set and ready for August. Preseason stuff done. The team had good summer progress.

Secretary: May and June minutes presented for approval. Jennifer Fisher motioned to approve May minutes and Allison motioned to approve June minutes. All approved minutes.

President: Amy was informed that trailers will not be provided for the Community Parade this year, so we need to start looking for one. The Community Parade planning meeting will be in August. Some streets may be redone so the parade route may be different this year. Alicia reported she may have access to a trailer if needed. For this year's Fall Kickoff event we will not hold a raffle unless we can get members to help secure prizes. Amy and Jennifer suggested we charge \$10 per person for Kickoff and that will offset any revenue normally secured by the raffle. All agree raffle not needed. Canes will be served, and they need head count by August 1st. The budget lists the expense allowance at \$1500 which should cover 150 people. Amy reminded us that the

deadline to order banners is August 7th. Team photos are next Tuesday. Amy also spoke to Misti about the new season. Amy is also working on getting the volunteer sign up set up so hopefully we can get some volunteer signups done at the Kickoff BBQ. Amy asked all committee chairs and board members to copy her on any emails so that she can serve as backup if needed.

Vice-President: Hype Video is scheduled for Tuesday and coach has selected the players that will participate. We are using the same video crew from last year. Remember that we approved an amendment to increase the initial budget for this year's video. The video crew explained last year the time it to complete the video increased so the cost set for this year was based on that experience. We were also possibly undercharged last year. Cost does not include end of year video. The vote to increase budget was completed by emergency vote by text on July 10, 2023. Amy motioned by text, and all approved by text.

Treasurer: Reviewed statement of activity. The bank balance is currently \$57,778. Expenses to date are light due to the time of year. Corporate sponsorship checks will be mailed in. Income to date is already higher than estimated, even with the refund of physicals.

Fundraising: Total funds collected for corporate sponsorships are \$8350. We have \$15,200 commitments pending receipt of payments. Jennifer is still reaching out to additional companies. We are still pending donation check from Cane's. Their commitment this year is less than last year as Cane's is supporting more than one high school, so they are spreading their funds. Jennifer sent Leigh and Allison Cane's new ad for the program. All other repair sponsors are using the same ad from last year. Jennifer suggested to ask video crew if they want to trade an Ad for the end of year video. She reminded everyone to continue sending out leads to her and she will continue reaching out.

She also gave Leigh and Allison the list of companies already committed to the program. Leigh asked if Cane's banner still needs to be placed on the home page of TDC website. Leigh will change out to focus each sponsor. Varsity game day shirts still need to have Cane's embroidered on them. Jennifer reported that this year players are allowed to run a fundraiser. She had two ideas; one is for them to do a raffle. The raffle cost \$100 for each ticket sold. Prizes would be cash prizes, and there could be incentives for players to sell extra by allowing them to participate in their own gift prize raffle. Another idea is to sell tickets for dinner with the team at a restaurant. It would allow families and friends to spend an evening event having dinner with the team. We need to determine the player fundraising event as soon as possible.

Game Day: Kristin asked the coach to send out email to parents with contact information of the game day coordinators so that parents can reach out to them.

Special Events: Captain's camp is next week. We need to get players to sign up for the Top Golf event as the head count is due. The players will also clean up the indoor weight room as part of Captains Camp. A snow cone truck will come on clean up day. Top Golf is \$10 and TDC will provide snacks.

Communications: Leigh reported sign up from the website for the kickoff, banners sold, yard signs, Top Golf, Family and Friends, Spirit Ads, meals, TDC membership and Corporate online. We only have 31 meals paid and 42 TDC memberships. Leigh also added forms used by the board for our treasurer on the website.

Programs: Getting pricing from Frisco Printing. The quote requested is based on last year's page count and book order total. Quate will include at different quantities.

Concessions: Still looking for a 2nd person to co-chair. Preferably as JV parent.

Spirit Wear: Fall Spirit Wear store opens in August. Game day polos are being worked on.

Homecoming: Jana will be meeting to get the designer board for this year's sale.

Tunnel Crew: Dirk took out Frisky to get ready for the hype video. Some tires on the cart need to be replaced. He also needs a copy of the insurance card for the trailer.

The meeting started at 12:02 and ended at 12:50