



Date: March 14, 2022

Time: 6:00 PM

In Attendance

Board Attendees: Cindy Young, David Charpentier, Dan Young, Kenneth Webb

Team Coordinators: Bernadette Maxwell, Liesl Brown, Andrea Castner

Other Attendees: Tim Maxwell, Lindsay Deaton, Bruce Sailors Melissa Wilhelm, Tracey Davis

Called to Order

- By: David Charpentier
- Time: 6:00

Review and Approval of Previous Meeting Minutes

- Approved by: Attendees

Agenda Topics:

Treasurer's Report

- Rob Countryman was unable to make this meeting. The Treasurer's report will be provided in April.

Mason TDC Roles, Board & Volunteer

- Mike Hersey is on a temporary medical leave of absence. Kenneth Webb was nominated as the interim Member at Large. All members voted and approved.
 - Cindy Young will add Kenneth Webb to all TDC groups and emails.
- The open 8th grade Team Coordinator position was accepted by Andrea Castner.
 - Cindy Young will add Andrea Castner to all TDC groups and emails.
- Volunteer Signup Genius is complete and ready for distribution:
 - Cindy Young will post to the website, Facebook and Instagram social media sites as well as through an email blast to all members.

Golf Outing

- Melissa Wilhelm reviewed the outline and action items for the 2022 Annual Golf Outing. Document added in the Supplemental Documentation section below.
- Mission Barbeque will provide the food again this year.
- Golf prices were raised by \$4.00 per person yielding a total cost of \$62.25 / profit \$50.25 per person.
- New foursome price is \$450.00 (\$112.50 / golfer) with **no early bird rates**.
- We will discontinue the Windshield sponsors and replace logos prominently displayed on the score cards. This is cost savings to the club.
- Jackie Quigley will sponsor coolers remaining from previous year(s).

Sponsorships

- Dan Young, Melissa Wilhelm and Rob Countryman will review the sponsorship program including requirements. A single sponsorship list will be created and published to the [Sponsorship Folder](#) in the Mason Touchdown Club Virtual Binder. Ideas generated include the following:
 - Create a consolidated list of all sponsors to include golf outing sponsors, establishments supporting team meals, other sponsors.
 - Dan Young has a volunteer researching and generating a comprehensive list of local establishments.
 - Establish sponsorship levels, perhaps incorporating “2022” and “Team 61”. Suggestion provided by Melissa Wilhelm:
 - Senior Level - \$500
 - Promotion on the LGL
 - Print an add in football programs
 - Social media spotlight
 - Gold Level - \$1,000
 - Silver Level
 - Logo at bottom of all TDC emails
 - Hole sponsorship signage at annual golf outing

- Platinum Level - \$2,000
 - Gold Level
 - Foursome at golf outing
 - Logo on all golf outing score cards
 - Green & White Level - \$5,000
 - Platinum Level
 - Logo on inflatable
- Secure sponsorships between April - July
- Secured sponsors can have their name referenced on the new helmet / tunnel.

Spirit Wear

- Lindsay to secure requirements for the spirit wear items and sale.
 - Finalize the logos and apparel with the coaching staff.
 - Determine sale dates for the Varsity camp spirit wear pack.
 - Consider establishing a year-round option (4 times per year).

Other Business

- Mike Hershey worked with school administrators (Stemple) on approval of the use of Cold fireworks.
 - Rob Countryman to reach out to the school on the approval status.
- Mike Hershey had suggested an opportunity to work with Otterbein Senior Life where the football players would visit Otterbein and mingle with residents in return, Otterbein would provide a meal(s). Mike worked with Quenten Brogdan, chef at Otterbein (Jayden Brogdan, class of 2026).
 - Quenten no longer works at Otterbein but contact will be made to see if there is still an opportunity.
- The Sportsengine platform continues to be an issue with email communication and correspondence.
 - Cindy Young to research other sport management solutions that offer the same features as Sportsengine but with better ease of use and communication.

- Option 1: Hybrid - continue using Sportsengine for the website but leverage a different communication platform.
- Option 2: Decommission Sportsengine and transition to a new sports management solution.

Questions / Comments from Members

- Email communications is a significant issue among the members. People are not receiving all communication.

Meeting Adjourned

- By: Dave Charpentier
- Time: 7:16

Supplemental Documentation

- None