



## MASON TOUCHDOWN CLUB Meeting Notes

**Date:** March 11, 2024

**Time:** 6:00 PM

### In Attendance

**Team Coordinators:**

**Other Attendees:** Brian Castner, Tim Maxwell, Tony Jordan, Tracey Davis, Andrea Castner, Melissa Wilhelm, Danielle Hendrix

**Elected 2024 Board Members:**

Bill Hugenberg (President)

Rick Boyle (Vice President)

Laura O'Connor (Secretary)

Brian Garlock (Treasurer)

Mike Hershey (At Large) - Absent

Brittany Garlock (At Large)

Carrie Rasmussen (At Large)

Jared Grundler (At Large)

### Called to Order

- By: Bill H and Laura O
- Time: 6:02

### Review and Approval of Previous Meeting Minutes

- Approved by: Laura O'Connor and Carrie R
- Meeting was closed by: Carrie R and Jerrid

### Treasurer's Report

- WesBanco- \$22,150

- Bills outstanding - \$3000 Hudl is paid in full. It was paid out of the school account and we need to reimburse that. Bell engraving needs to be paid for upon completion. We will be paying for T-shirts (roughly \$3300)
- [School account](#)- (beverages and coaches fees only moving forward) -\$5709
- Taxes - 2023 filed and completed
- Budget ( attached)
- Updated signers for the bank account - Brian Garlock, Tim Maxwell, Brittany Garlock, and Bill H are signers on account for 2024

## Dine and Donate/Fundraisers

- Golf outing - co-chair needed to shadow Melissa. Scheduled for August 4th at Grizzly. Marketing and signups will start May 1st. Last year's profits were roughly \$10,000. Looking at revamping the website or signup/payment strategy. Pricing has changed so Melissa is meeting with Grizzly to verify. We have to put the deposit down but the date is secured. Email needs to be sent to get a new apprentice since this will be Melissa's last year (Laura to email).
- CometCards - Last 2 Sundays in July, 21st and July 28th Blitz days - Presale/kickoff July 8th/9th. July 29th-9th for middle school comet cards sales (Bill H chairing)
- SnapRaise - Switching to Comet Card guy for SnapRaise alternative because fees are 10% vs 20%. Jimmy - Board approved the switch to Jimmy
- dine-to-donates - need a chair (Texas Roadhouse and Chipotle are potentially the only dine-to-donates for 2024. Looking to condense the amount this year and push the effort for a better turnout.)
- Texas Roadhouse Rolls - Andrea November 2024
- Girl Scout cookies - \$3547.50 deposited for 2024. Next event Feb 2025
- Need marketing for sponsorship levels and benefits (example attached from homerun club) (Laura to do)
- Kroger rewards - renew and push enrollment\*\* EMAIL SENT OUT March 7th to encourage enrollment (Bill to renew)

## Events

- Monthly team building - Coach Castner
- April 30th - Combine
- May 14th - Green Madness (Coordinator needed)
- May 28th - Showcase 7V7 - 6 to 8 teams - may need concessions (Brittany)
- June 3-6 - Little Comets Camp (Laura to send out the save-the-date email)
- June - TEAM CAMP - Miami University (Sun-Tues or Mon-Wed- will need coordinator)
- August 4th - Golf Outing (Co-Coordinator needed)
- August 5th - Countdown To Greatness (Coordinator needed)

## New Business

- [Thank you Cards](#) - Cristine Cravens
- Parents meeting on January 18th - still needs to be posted. (Michael to edit and segment)
- The Bell - is being etched now and payment will be due at pickup (total? Tim Maxwell)
- Verify team coordinators for the 2024 season - Dowers and Ashurst are meal moms for Varsity? Freshman - might have a change in team coordinator
- New recruiting system- Jason Kaylor <https://www.masonfbrecruiting.com/>
- Potentially revamp communication strategy so that 1 person is emailing JV/Varsity. Everything should be posted on the website also
- Meeting room reserved for 2/5, 3/11, 4/8, 5/13, 6/10, 7/08, 7/29, 8/12, 8/19 (might not need), 9/03, 9/09, 9/23, 10/07, 10/21. The remaining dates are to be determined for playoffs. (Andrea is reserving)
- 2024 volunteer signup to go out. (Laura to change concessions to coordinator and co-coordinator, the golf outing needs 10 support volunteers and board) <https://www.signupgenius.com/go/904084FADAD29A5F85-48136305-2024#/>
- Social media - FB, player of the week, website (need volunteers)

#### Coach Castner Overview -

Team building. Top Golf, PaintBall, and off-season team leaders and their point system were discussed. Bowling night will be the March team building, to be scheduled on a Sunday. The Girl Scout Cookies fundraiser was successful and raised \$3800, even with them reducing our hours.

New interns in strength training working with Coach Smart for off-season training. Rising 8th is getting involved.

The negatives are (acts detrimental to the program) failing grades with multiple students, the highest it has been. Coaches are working with staff to correct this. Teams are losing points for these detrimental acts. Other acts are cheating, fighting, suspensions, and acts of entitlement. Working on the maturity of these individuals. The program overall has 95% positive acts, and the focus now is supporting the 5% responsible for these acts to strengthen the team.

Working on a bifold for program recruiting and retention. It's an overview of the program and the benefits of Mason's football program. Coach Castner is entering his 30th year of coaching and is excited about the talent, new coaches, and future of the program.

**Mason Touchdown Club  
2024 (Proposed Budget)**

**February 5, 2024**

NET REVENUE GROUPS	Revenue	Expense	Net	2024 comments:
Apparel Sales Commission	\$ 2,000	\$ -	\$ 2,000	x-grain commission on spiritwear
Comet Cards	\$ 55,000	\$ (18,000)	\$ 37,000	assumes 300 cards (reduced by 50 in hopes more will use SnapRaise)
Concessions	\$ 70,000	\$ (49,000)	\$ 21,000	Based on 2023 Results
SnapRaise	\$ 5,000	\$ -	\$ 5,000	
Legacy Club Membership	\$ 15,000	\$ (3,000)	\$ 12,000	Assumption on available Legacy to spend in 2024
Legacy Club Annuity	\$ 6,000	\$ -	\$ 6,000	2021 founding/lifetime membership available to spend in 2024
Varsity Camp (AIA, OU)	\$ 19,500	\$ (21,500)	\$ (2,000)	
Golf Outing	\$ 19,000	\$ (7,000)	\$ 12,000	
Game Day Activity	\$ 1,500	\$ -	\$ 1,500	Program Sales, Split the Pot, etc
Misc. Revenue/Girl Scout Cookie Distribution	\$ 5,500	\$ -	\$ 5,500	
Interest Income	\$ 10	\$ -	\$ 10	
<b>TOTAL NET REVENUE</b>	<b>\$ 198,510</b>	<b>\$ (98,500)</b>	<b>\$ 100,010</b>	
NET EXPENSE GROUPS	Expense	2024 comments		
<b>PROGRAM SUPPORT:</b>				
Reserve / Contingency	\$ (9,250)	Program recognition (socials, etc), contingency		
Pre-Season Events	\$ (4,500)	Countdown to Greatness, Off-Season Training, Leadership Series		
Regular Season Activities	\$ (10,500)	Shake Crew, Equipment, Video / HUDL, In-Season Recognition		
Regular Season Events	\$ (1,200)	Homecoming, Tailgate, Little Comet, Senior Night, etc.		
Post Season Activities	\$ (8,000)	Banquet, Senior Books, Recognition, Playoffs		
<b>Sub-Total Program Support</b>	<b>\$ (33,450)</b>	<b>\$ (33,450)</b>		
<b>STAFF:</b>				
Coaches Supplies & Meetings	\$ (700)			
Professional Development	\$ (2,250)	Nike Clinic, Glazier Clinic, Little Comets Clinic		
Staff Apparel	\$ (12,000)	Need a quote for 2022 (Tim)		
Stipends	\$ (20,000)	Staff Stipends paid through school account		
<b>Sub-Total Staff</b>	<b>\$ (34,950)</b>	<b>\$ (34,950)</b>		
<b>HOSPITALITY:</b>				
Coaches Meals/CA Meals	\$ (2,500)			
Freshman Meals	\$ (4,000)			
Middle School Meals	\$ (7,000)			
Senior Dinner	\$ (1,500)	Dinner for seniors		
Varsity Meals	\$ (12,000)	Need to understand the donated meals, etc		
<b>Sub-Total Hospitality</b>	<b>\$ (27,000)</b>	<b>\$ (27,000)</b>		
<b>ADMINISTRATIVE:</b>				
Board Expenses	\$ (1,000)	Insurance, Meeting Costs, etc		
General Administrative	\$ (610)	PO Box, Stationary, Postage, etc		
Website/Technology	\$ (3,000)	Website, Go Daddy, Phones, etc., Recruiting Tool		
<b>Sub-Total Admin</b>	<b>\$ (4,610)</b>	<b>\$ (4,610)</b>		
<b>Grand Total</b>	<b>\$ 198,510</b>	<b>\$ (198,510)</b>	<b>\$ -</b>	

Check \$ -

# MASON HOMERUN CLUB SPONSORSHIP LEVELS

## SUPPORTING THE MASON HIGH SCHOOL BASEBALL PROGRAM

Our goal is to raise local business and corporate funding for the Mason Baseball Program to support player development, training, and team needs for:

**Varsity**  
**JV Green & JV White**

We appreciate your sponsorship consideration to support our 2024 season. The program is committed to supporting our business partners accordingly and building lasting community relationships.

### CONTACT INFO:

**Katie Cox**  
Mason Home Run Club  
President

[masonbaseballhomerunclub@gmail.com](mailto:masonbaseballhomerunclub@gmail.com)

OR:

**Jamie Landheer**  
Mason Home Run Club  
Fundraising Coordinator

[Jamielandheer@gmail.com](mailto:Jamielandheer@gmail.com)



## THE FAN: \$250 DONATION

- Your business logo & link on our website & app.

## THE SUPER FAN: \$500 DONATION

The Fan Sponsor benefits, PLUS...

- PA verbal recognition as a "Super Fan" before every JV & Varsity home game!

## THE HOME RUN: \$750 DONATION

The Super Fan Sponsor benefits, PLUS...

- PA verbal recognition as a "Home Run Fan" before every JV & Varsity home game!
- 2 complimentary admissions to our annual Mason Baseball Bash!

## THE GRAND SLAM: \$1000 DONATION

The Home Run Sponsor benefits, PLUS...

- PA verbal recognition as a "Grand Slam Fan" before every JV & Varsity home game!
- 1 Reverse Raffle Ticket & Admission for 2 guest to our annual Mason Baseball Bash!
- Social media mentions on our Mason Baseball Facebook, Instagram, & X pages!

## THE MAJOR LEAGUE: \$2500 DONATION

The Grand Slam Sponsor Benefits, PLUS...

- PA verbal recognition as a "Major League Fan" before every JV & Varsity home game!
- 2 Reverse Raffle Tickets & Admission for 4 guest to our annual Mason Baseball Bash!
- Business advertisement that populates on the Mason Baseball Website and Team App.
- Your business logo (large print) on the portable signage at the Varsity Field Concessions Pat

