



West Fargo Horace Hawks Boosters

Booster Executive Board Meeting Minutes May 11, 2021 – Razor Consulting

President Bob Christensen called the meeting to order at 7:30pm

Attendees:

Bob & Nicole Christensen, Lori & Clayton Schenck, James LaHaise, Kim Veum, Erica Johnson, Ann Rockswold, Jennifer Mauch and Jorgia Voegele

Secretary's Report:

- April meetings were approved. Clay Schenck/Kim Veum seconded; motion carried.

Treasurer's Report:

- Balance: \$53,897

Committee Reports/Updates:

- **Communication/Social Media** Jorgia Voegele
We now have our own email address: admin@horacehawksboosters.com.
- **Membership** – Erica Johnson/Ann Rockswold
 - Founders club will be extended to the end of July.
 - Discussed ordering some blankets for the booster club to sell. Ann is working on getting samples and cost for these. She will have more information at the next meeting.
 - Ann is going to order yard signs to put out at the schools to promote the booster club.
 - Erica is working on a letter/email to send out to the families at the end of the school year inviting them to join the booster club. It will include information on what the Horace Hawks Booster Club membership will do to support our kids and what events we want to support our first year. It will include a QR code and website address.
 - Discussed making videos with different student groups/athletic groups to promote the booster club. We will check with Mr. Stetcher for some ideas.
 - We place an ad in City of Horace's publication - Horace Happenings.
 - Drive-up event at the beginning of August to distribute decals and yard signs.
 - Back to school event to be held in the Heritage Middle School's parking lot. Discussed having hotdogs and a drink for \$3. Will be looking at getting a committee together and getting donations together for food and drink.
- **Fundraising/Corporate Sponsorship** – Donna Holsing/Jennifer Mauch
Sponsors committed so far:
 1. Marquee 6 of 16 spots available
 2. Football 8 of 12 spots available
 3. Baseball 1 out of 5 spots available
 4. Softball 0 out of 4 spots availableWe need more sponsors, if you have any business names and contacts, please forward to Jen and Donna.

- **Concessions** (still need a chairman)
No report
- **Spirit** Kim Veum
Kim got pricing for t-shirts for the back-to-school event. Bob and Nicole will ask the Horace Lions to support the t-shirts. Discussed when and how to distribute the t-shirts, who would receive them. We will look at prices for the students, teachers, and support staff. Also, talked about getting prices for beanies to sell at football games.
- **Marquee sign** – Bob Christensen
The signs have been approved by the City of Horace. Bob is working on the paperwork for our sign and the two signs for Horace Lutheran Church, along with the 99-year lease agreement with the church. Marquee sign is \$46,100.00 and the two HLC signs is \$21,200.00, for a total of \$67,300.00. This price does not include getting power to the signs, connecting power to the signs or brickwork. Cost for brickwork would be approximately \$2300 plus material and some labor. Motion was made not to do brickwork. Nicole/Jorgja seconded; motion carried. The cost is \$8000.00 for the boring. Cass County Electric will pay \$4000, and the school district will pay the other \$4000. Other costs involved are the power connection to the signs, monthly utilities, and insurance. Approximate monthly utilities would be \$100/month for our sign (dependent on usage) and approximately \$100 a year for the church signs. Bob is getting estimates for the connection to the signs and insurance for our sign. There is a controller for the digital sign which will be in the school office and an app that can be operated by us. A motion was made to approve the cost of the signs (\$67,300) Kim Veum/second Lori Schenck; motion carried.

Budget Discussion:

2021-2022 School Year: It was determined that a budget of \$40,000 would be available for disbursement based on signage income, Booster membership incomes and Horace Lions donations.

New Business:

- Andrea Dufner has showed interest on being on the Executive Board.
- Fundraising Banquet - tabled to the next meeting.
- Discussed organizing a basketball tournament as a fundraiser.
- Motion made to suspend general booster meetings until this fall and continue to have the Executive Board meeting thru the summer. Clay Schenck/second Kim Veum; motion carried.

Meeting adjourned at 9:06 pm. Motion made to adjourn. By Clay Schenck, second by Nicole Christensen, motion carried.

Next Board Meeting Date – June 7, 2021 7:00 pm at Razor Consulting

Next Booster Meeting Date – Suspended until the fall