



West Fargo Horace Hawks Boosters

Booster Executive Board Meeting Minutes September 8, 2021 – Razor Consulting

President Bob Christensen called the meeting to order at 7:00pm

Attendees:

Bob & Nicole Christensen, Lori Schenck, Kim Veum, Erica Johnson, Ann Rockswold, Donna Holsing, Jorgja Voegele, Erin Walters, James LaHaise, Jennifer Mauch, and Jon Donnelly

Secretary's Report:

- August minutes were approved. James/Erica

Treasurer's Report:

- James LaHaise provided an updated financial report as of 8/31/2021. Balance: \$68,666.38

Committee Reports/Updates:

- **Signs** – Bob Christensen
Marquee sign is about two weeks out. We are just waiting for the power to be brought over. Erica Bullis in the office is learning how to use the digital board on the sign. She will post upcoming events at the school. Football field sign should be ready for our first game on September 16, 2021. Sign company is waiting to have access to the field. The two Horace Lutheran Church signs are not done, waiting on the vinyl for the signs. Our sign loan to the school will be paid in three yearly increments. (Year one-\$16,000, year two-\$15,000, year three-\$15,000).
- **Communication/Social Media** - Jorgia Voegele
Jorgia had an inquiry on Messenger regarding a calendar of Booster events. We will work on a calendar for the next meeting. Jorgia will blast out information about the available advertising opportunities for the signs (Marquee, Football, Baseball and Softball fields), Booster events, Sporting events, and the general Booster meetings, etc.
- **Membership** – Erica Johnson/Ann Rockswold
As of 8/31/2021 we have 147 members. We still have some swag that needs to be picked up. It was decided that we will set up a table before the general board meetings and at different sporting events. A table will be set up at the football game and volleyball games next week. Erica Bullis in the office has been mailing out the activity passes to members. It was discussed to give Erica Bullis a blanket for all her help. A motion was made by Nicole Christensen to give Erica Bullis a blanket, Jorgia Voegele, second. Motion approved. Thank you cards for Corporate Sponsors and Founders are on order and will be mailed out when received. There has been some confusion regarding if the Corporate Sponsor receive yard signs and activity passes? It was clarified that they **do** get the yard sign and activity passes, it is written in our contract. Jen and Donna will reach out to the Corporate Sponsors.
 - **Back-To-School event recap**
Overall, the event was a hit. It was decided that we would put together a Debrief form that would help with planning future events. We can have a permanent file of what we did. Things we can have in the file: Donations we received, what food we served, and the amount used, t shirt sizes that were ordered and what

sizes we need more of/less of, pros and cons, more volunteers, advertising, any public input, etc. Nicole will send out a form for input and we will keep a separate file for this.

- **Horace Bean Day parade**

The float looked great. The Hawk was spot on! More candy was needed. A Debrief form will also be done for the float. Discussed West Fest parade but we were too late for entry. Look into that for 2022.

- **Fundraising/Corporate Sponsorship** – Donna Holsing/Jennifer Mauch

Sponsors committed so far:

1. Marquee: 3 spots available
2. Football: 2 spots available
3. Baseball: 4 spots available
4. Softball: 4 spots available

We need more sponsors, if you have any business names and contacts, please forward to Jen and Donna.

- **Concessions** – Erin Walters/Rachael Lerum

Erin met with the Activities Director, Logan Midthun to look at the concession stand. The school will provide a cooler and deep freeze, cleaning supplies, garbage cans and two sets of keys. The school custodians will come in weekly for a deep clean. Erin brought in a list of supplies that we will have to provide which includes, stainless steel tables, storage shelving, and concession equipment. Erin Walters will order the equipment and get it set up.

Equipment to be ordered:

3- 6' Stainless steel tables \$1139.55

Wire storage shelving \$500

2- popcorn makers (Football field and mobile one) \$1000 and \$2200

1-hotdog grill \$300

2-coffee makers \$165 each

Erin will buy the food and will get reimbursed. (Candy, chips, popcorn, etc.) We received a pop cooler from Coke, and they will stock and rotate product. Erin has reached out to Pepsi but has not heard anything from them. Erin will make a cleaning checklist for the concession stands. Until we get our concession help figured out, it was decided that we would have a sponsor parent(s) to open and close the concession stands. As of right now, payment for the groups that work the concession stand will be a minimum of \$100.00 or 50% of sales, which ever is greater. A motion was made by Erin Walters and second by Erica Johnson, motion approved. Parent sponsors for September 16 football game – Bob and Nicole Christensen and September 18 volleyball games – Erica Johnson and Kim Veum.

- **Spirit** - Kim Veum

We received \$700 in freewill donations at the Back-to-School event, and it was decided that we should use that money for the Spirit committee to use to purchase items (foam fingers, Hawk hankies, towels, etc.) to hand out at events. A motion was made by Jorgia Voegele, second by Erica Johnson, motion approved. Logan Midthun is also looking into the sturdy game signs that would be put out on game day. The maintenance crew would put those out.

Old Business:

- Fund requests: Groups will have to fill out a donation request form and turn it into the Activities Director, Logan Midthun and he will forward it to the Booster club. The coach/advisor and a student(s) would need to come to the general meeting and give a presentation of what donation is needed and how it will be used. As of right now, no dollar amount has been set. It is up to the board's discretion.
- Insurance: Sign insurance and board member insurance. The cost of the sign insurance is \$800 yearly and the insurance for the board members is \$2000 yearly (with a \$1,000,000 umbrella). Bob will have DJ Coulter of DJ Coulter Insurance Agency come to a board meeting to explain the insurance policies.

New Business:

- New fundraising ideas: spring golf tournament, basketball tournament and a fall fundraising event (Hawktober Fest) We will bring this to the next general Hawk Booster meeting.

- Discussed some ways get another membership push, Ideas- video from the Activities Director promoting the Booster club and how we help school activities, pictures of the events that we have sponsored, a fall social at a local establishment- drinks and appetizers, door prizes etc. Donna will check with Tradition's restaurant about holding an event there.
- Review of what the Boosters have done so far at the next general meeting. Memberships and sponsorships, the concession plan, possible upcoming Booster events, group requests and our relationship with the Horace Lions.

Meeting adjourned at 9:19 pm. Motion made to adjourn. Kim Veum, second Erika Johnson, motion approved.

Next General Board Meeting – September 21, 2001, 6:30 p.m. at Heritage Middle School. Executive Board meeting to follow.