

Lakeville North Cross Country Booster Club Minutes

November 10, 2016

6:30 pm

Lakeville North Commons

Attendance: Kari Snyder, Kathy Vaughn, Melissa O'Donnell, Rachel Frechette, Jenny Drangstveit, Kathy Teague

Coaches in Attendance: Joyce Bourassa, Rich Heilman, Karl Ermisch

Please note that items with a **** require further discussion and decision at the next meeting

Officer Reports:

President's Report:

- Kari is meeting with Scott Finn, an intern for Mike Zweber, on Monday to discuss the Cross Country Booster Club. Scott is interested in increasing community sponsorship of teams in the community. They may try to get sponsors for all sports teams and then divide proceeds amongst the teams.
- Kari reported on our attempts to secure some concession dates for events at North as a fundraiser for the booster club. Despite Kari emailing immediately upon receiving the invitation, we initially did not receive any dates. She got word that we do have two upcoming dates scheduled. Jenny will confirm with Tina Peterson. It has been an ongoing struggle to obtain dates for volunteering. It was noted that the coaches meet with the athletic director/principal on the first Friday of each month at Perkins. Perhaps that would be an opportunity to discuss issues such as the volunteering opportunities.

Treasurer's Report:

- We currently have a balance of approximately \$14,000. This should increase by about \$2,000 after all expenses from Apple Jack are paid and received.
- Please see additional Treasurer's notes under Apple Jack and Summer Running

Committee Reports:

- **Apparel:** Stacy found that things went pretty well with Arcon this year. Some issues were backorders, the online ordering site wasn't compatible with some browsers making ordering difficult, a family had a shirt that folded together with the iron-ons sticking together and peeling off, and shipping was high. Also, the boys pants were different than what they were anticipating. ****Decision to be made to either continue with Arcon or ask Olivia Klinkner if she would be interested in serving as the vendor for apparel.****
- **Senior collage:** This is a new initiative where seniors receive a picture collage which includes pictures from their CC career. Cost is about \$200 total. Boys will have 15 seniors next year which may increase the cost. ****Decision to be

made to either use booster club money for the collages, have senior parents contribute, or a combination of both.****

- **Team Poster:** We need to try and get the poster done earlier, though it can be a challenge with schedules and the weather. Cost was about \$1300 last year. Kari may ask about having the poster paid by sponsorship when she meets with the AD. All coaches would like to start including all high school runners on the poster rather than just the seniors/top runners. Could have some featured in the foreground of poster.
- **Summer Running:** We had 41 high school runners and 25 middle school runners participate in summer running this year. It was noted that the summer running typically breaks even financially. However this summer mileage t-shirts were very expensive and resulted in a loss. The cost was about \$28/shirt X12 shirts=\$340. The cost per shirt is so high as we are purchasing such a small number of shirts. It was suggested that instead of indicating the year on the shirt, we purchase a larger quantity of shirts for different mileages (400 miles, 500 miles, etc.) so they can be distributed for several years. Again it was suggested that we enlist the help of Olivia Klinkner for these shirts. Summer registration brought in \$5500 minus \$240 in SportNgin processing fees. Expenses included coaching stipends of \$4280, t-shirts \$960, mileage \$400, food \$200.
- **Apple Jack:** Seemed to go very well and was a nice day!
Volunteering: It is difficult to get parents to commit to volunteering, especially for parking and course set-up. It was suggested that we have a penalty for not volunteering and perhaps collect a fee at the beginning of the season that is refunded if the family fulfills their volunteering obligation at Apple Jack. It was also suggested that we personally recruit for/assign key positions and then allow positions that are easier to fill (i.e., t-shirt sales and concessions) to be assigned later.
Financials: We received a couple of \$250 donations. Spending should be at or under budget.
- **Corn Roast/Time Trial:** Jenny has a bin of supplies and notes for next year. It has been run by captains' parents for the last couple of years, but should be run by all senior parents. It has been quite easy to coordinate and run as the Bach family has been supplying the grills.
- **Volunteer Coordinator:** Jenny used Signup.com (formerly VolunteerSpot) and believes that it will be much easier now that it is all set up. Apple Jack is the most difficult to coordinate with pasta dinners being simpler and easier to fill.
- **Kids Camp:** A discussion was held regarding whether or not to continue the kids running camp. The camp began with a huge effort from Joyce to recruit kids and resulted in about 100 participants in the first year. Since then enrollment has declined to 22 participants this year. The program has not generated enough momentum and high schoolers seem rather disengaged. The program was started with the goals of providing an opportunity for high school runners to gain

leadership experience, a potential fundraiser, an opportunity to engage youth in the sport of running and to gain community exposure. Further discussion involved brainstorming an alternative activity that would meet some of the same objectives. Two options were discussed. First, we could incorporate some track and field events into a summer program. The track and field program offered in the spring is very popular but may be hard to extend into the summer as there are competing activities and vacations. A second option was to host some sort of community run. The Lakeville Fire Department hosted a night run last summer. Perhaps they would be willing to partner with us. Another idea was some sort of an extended team run (e.g., 12 hour run). It was noted that we cannot host anything on school grounds as Community Education would charge a large fee. Again, we could determine if Olivia Klinkner would be interested in helping with t-shirts. Also, we could investigate the possibility of having a community sponsor. ****Further discussion and planning is needed to determine which direction to take with a summer community event.****

- **Middle School Fall Program:** Mike Nolan and Anthony Zeller do a great job of running this program. It seems to be a nice change to have it run separately from the high school at Century.
- **Banquet:** Will be held at North on November 17. 5:30 social, 6:00 dinner, 6:45 program. \$10 per person. Jenny will send out information and instructions on what to bring (freshman-drinks, sophomores and juniors-dessert, senior bring nothing)
- **Carb dinners:** Went well this year with 5 dinners and 5 captains, each hosting a dinner. Planning for the dinners should occur at the planning meeting for the corn roast/time trial. It was suggested that maybe the dinners should be held at the high school so it is easier for everyone to attend.
- **Alumni Director Position:** Chrisann Rauzi is ready to be finished with this position. It was discussed that several people have held this position and it seems we aren't achieving significant results in keeping alumni involved. They are invited to the corn roast/time trial but do not attend either because they have left for college or are not interested. ****Discussion needed on whether this position is needed.****
- **Photographer:** The Zellers offered to take photos next year.

Booster Club Positions for next year:

- **President:** Kari Snyder
- **Vice President:** Kathy Vaughn
- **Secretary:** Rachel Frechette
- **Treasurer:** Tracy Loth
- **Apple Jack Director:** Melissa O'Donnell
- **Fundraising Director:** Open (Discussion regarding whether it is needed)
- **Volunteer Director:** Jenny Drangsveit
- **Web Director:** Lisa and Rich Heilman

- **Media Director:** Terry Larson
- **Apparel:** Stacy Ashley
- **Nike Regional:** Stacy Ashley

- **Alumni Director:** Open (Discussion regarding whether it is needed any longer)