

ELTC
BOOSTER MEETING
9/5/17

The following is a meeting synopsis of the September 5, 2017 ELTC Booster Club meeting. If there are additions or changes needed, please contact Jo Haugen at haugenjo@yahoo.com.

Board and Committee Members Present:

Coach Sherwin, Bret Lewison, Ron Reimann, Natalie Pueschner, Jo Haugen, Jennifer Hoel, Dennis McKenzie, Dawna Novack, Andrea Theis, Lynn Rauch, Joy Kamano, Amy Rabon, Sarah Trachet, Patty Sherwin, Bev DeWitte and Steve Stolpa.

Call to order @ 7:05pm

August meeting minutes were approved via email and were uploaded to the Web site.

Financial Update – Natalie Pueschner

Natalie provided a handout.

Team Rosters

Total team roster of 129 players made up of:

Class	2017 Actual	2017 Budget	2016 Actual
Senior	27	25	50
Junior	41	45	31
Sophomore	37	50	45
Freshmen	24	50	50
Total	129	170	176

Lightning Card Activity

We completed the lightning card blitz night and have sold 1,142 cards to date. This is significantly below our budgeted 1,335 cards expected. I do not expect many more cards to be sold, but there will be a few small sales amounts trickling in. We will expect to pay the \$6 fee per card sold at the end of October. The roster decrease noted above has impacted the revenue earned by this fundraiser. The budgeted figure was set assuming 170 players and 78% participation.

Equipment Fee

Total received to date \$2,650, again below our budgeted \$4,500. All families that had not paid their \$100 equipment fee and did not participate in the flower sales have been contacted to remind them to pay the fee. As a result, we have received an additional \$400 and some additional card sales, however, there are still 32* (assuming 138 roster) players that owe this fee and we will continue to contact and remind these families.

Concessions

With only the KOB event taking place, we have a net \$(2,348) received so far in concessions. The gross amount received for the KOB was approximately \$2,800 compared to approximately \$3,000 in 2016. The negative amount in concessions is common at this point in the season as we have made up front purchases for future games.

Spiritwear

We have had a strong start to our spiritwear season, selling at the parent meeting, the women's social, and the KOB. To date spiritwear has earned a net \$2,348.

Break-away banner

The break-away banner has been ordered in conjunction with the cheerleading booster club. We expect to receive \$500 - \$600 reimbursement from the cheerleading squad. Additional cost was incurred as we added an ad for Summit Orthopedics on the back of the banner for a large contribution to ELTC.

Cash balance \$32,694

All families not participating in the equipment donation have been contacted and have been given the opportunity for the player to sell an additional 7 Lightning Cards to make up for the equipment donation. Lightning Card non-participants have also been contacted and asked to do their part.

SNAP and Fundraising – Bret Lewison

Bret provided a handout

To date, we've raised \$14,870, which nets the ELTC \$11,152.50

There are 12 days left to go.

We budgeted a net revenue of \$15,000, which means we have to raise \$20,000.

Due to the shortfall in Lightning Card and Equipment Fee participation, we need to raise even more through SNAP to NET \$20,000. That means we need to raise a total of \$26,667...or \$11,797 in the next 12 days.

Sons of ELTC board, committee chairs and coaches accounts for 19% of player participants, 39% of total raised and 33% of the donors. We need to encourage players with no or low numbers of emails to put in at least 5 more addresses and encourage those who have yielded high donation numbers to add 1 to 3 new quality email addresses. We must encourage sharing on social media as well.

Do we have alumni emails to input? We could send the info to them and ask them to share it.

Enlist the leadership team and grade liaisons for this last push.

Cannot boost on FB because the SNAP uses Amazon Web Services, and Amazon does not work with FB.

Should we consider additional fundraisers such as grocery bagging, Chick-Fil-A, Wendy's and Culver's? Dawna Novack will follow up with Chick-Fil-A, and Jo Haugen will look into bagging at Cub.

Should we send a letter to non-participating families? Jo will prepare a letter for liaisons to distribute.

BBQ

Thanks to Lynn Rauch for a successful event.

Picture Day

Thanks to Joy Kamano for a well-run and successful event.

KOB

Thanks to Jen Hoel, Bev DeWitte and Dawna Novack for a fantastic event. Great energy!

Lightning Card Sales and Equipment Donation Collection

Thank you to the many people involved with these fundraising events. We will continue to sell Lightning Cards at concessions. Amy Rabon suggested selling the cards through Facebook Marketplace or on our FB page. We will also sell them at the Spiritwear table at the EVAA Steak Fry.

EVAA Steak Fry – Jen Hoel

Jo to send email to ELTC members to encourage participation.

Varsity Banquet

Amy Rabon has volunteered to join the committee.

Concessions – Dawna Novack

The deep freeze is no longer frozen. We need a new one. Cost is under \$200 at Costco.

At the KOB, we sold out of the 50 Chick-Fil-A sandwiches in 2 hours. The profit margin isn't high, but they are popular. And due to the sandwiches, we did not have to reorder pizza. That evening, we made a \$75 profit on the sandwiches and \$274 profit on the pizzas.

Parents have asked for a gluten-free option, but we will have to table that for a while.

Lightning Feed – Sarah Trachet and Steve Stolpa

We need better coordination between parent volunteers and the committee. Sarah and grade liaisons will work together to get the kinks out of the system.

Spirit Wear

We are down to a very small inventory. When we are out, we are out.

For online ordering, the reason we have to close the store is that keeping it open delays the orders from being shipped. All orders ship together in one big shipment. The store was reopened after it closed by someone other than Bev. This holds all the orders up. Bev will inform the vendor that she is the only contact and will ask if there is an option to have orders past the deadline shipped directly to the customer at his own expense.

Ad Sales and Programs– Andrea Theis

We will include an ad for Tackle Cancer in the program, either ¼ or ½ page. Is there a logo?

Famous Dave's and Andiamo bought full-page ads.

The ad deadline is Friday, Sept 8th. Program goes to print on Sept. 11th.

We got quotes for 200, 250 and 300 programs. We will give them to senior parents and then possibly sell them at the 50/50 table?

Tailgating – Raina Conner

Notice went out for bands. If we don't get at least one viable option for Mr. Percival to vet, we'll need to hire a DJ. Bret Lewison has offered to pay \$200 towards the cost of the DJ, so we'll need additional donations. Cost should be under \$300.

Plan is to invite people to come at 5pm and have a full crowd by 6pm.

Photography – Joy Kamano

The plan is to post 10-15 pics per game on the FB page.

We can post a link to the rest of the images on the website.

Fundraiser idea: Create/sell a memory book for each grade for parents to purchase.

Senior poster is done. They need to go up in the middle schools and be given to sponsor restaurants.

They cost \$12 each to produce.

We own the rights to the poster art.

Breakaway Banner from Globalbreakthroughbanners.com

Graphics are done. Summit Orthopedics ad will be on the back.

Hoping for delivery by 9/5 home game.

It's 12 ft wide by 9 ft tall.

Helmet Decals

Coming for the next game. A player initiative.

Boys will need to clean the helmets before applying the decals.

Website and FB

Game results to be posted on the website homepage.

Homecoming and Tackle Cancer, Sept 20th and 22nd

Patty has been working with someone at AVHS who says that AV is not going to be involved in the Tackle Cancer event, but their athletic director says they are in. Coach Sherwin will straighten it out.

American Legion has donated \$7500 to the event.

Randy Shaver has been publicizing the event with banners.

Can we run the concessions stand at the volleyball game on Wed night?

The motto is "United in the Valley"

We need to recruit people to sell t-shirts at SHMS and FRMS.

Coach Sherwin comments

We have a lot to do if AV is in for Tackle Cancer.

We need a money collector and concessions at the volleyball game.

We need t-shirts made and to sell them that week at the high schools and the middle schools.

We need to create a poster for the American Legion to advertise.

Eden Prairie was probably the best team we play at every level. They are the best team in the state.

9th grade played well.

Sophomores lost only by a field goal, and 10B won.

JV got into scoring position.

We had an above-average practice for the first day of school.

We will be small in comparison to the other teams all season.

The next two games will be against the least talented teams we play all season.

Meeting adjourned @ 8:50pm