

LOVE

LASSITER FOOTBALL

BOD Meeting Agenda & Minutes || May 6th, 2024 || 6-7:30p || Lassiter Field House

Attendees: Scott Sellers, Carol Tefft, Jennifer Jones, Erica Morton, Bo Bruner, Stephanie Reyes, Kari Glover, Bryan Verhoef, Rose Frere (phone)

MAY MEETING, AGENDA ||

- Football Team Updates (Coach Thom) 0 min
 - Not in attendance

- Updates from Scott Sellers (Scott) 5 min
 - Need a new class of '26 Team mom, Victory quit. SS will look for fresh blood, but SR and JJ are willing if no one is found. Maybe Schneeberger
 - SW shed - might be able to be donated from HD. Would be located on the visitors side and could serve as a second concession stand. Electrical is already there.
 - Lumber is secured for TH deck and will be delivered on w/o May 27th. County crews will build the deck.
 - New seats are still the plan

- Financials (Bryan V) 5 min
 - We're buying a Gator \$9,500
 - See attached
 - Might need to ask SK for more nutrition money, but he's already covering half the helmets.
 - We need to come up with some sort of digital storefront so we can track spirit wear sales better, last year there were lumped in with concession income.

- Spirit Wear (Rose via call) 15 min
 - \$2000 budget to start for items to sell at Go day- women's tank tops, visors, t-shirts, crop tops. Have these ready for Go Day which is July 18th. These will be upper level economy selections. "Comfort color" brand suggested by Steph R.
 - Rose would like to use Shuma (lacrosse) as the vendor, have our colors already and a receptive sales rep. Their stuff is higher quality... Can we do pre-season orders online with a wider selection in styles and price range? Agreed to pursue this as long as there was at least a 10% profit margin. Shipping is often quite high for these things, so the thinking is we do one mass order right mid July that will ship to us for distribution.
 - We could also add non-sport specific stadium seats to the website.

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- 2024 Registration updates 5 min
 - Based on last year and Jr. Trojan roster we're at '28 class is almost 90% registered. '27 62%, '26 32%, '25 30%
- 2024 Season Sponsorship (Liz) 5 min
 - Not going so hot. Elizabeth has reached out to all of last year and several new people, but so far only 4 are returning. She will work on following up
 - Other leads/suggestions?
- Lift-a-thon (Coach) 20 min
 - Videographer booked for \$150.
 - C. Seaman is doing music.
 - Need coffee and donuts - **Kari**
 - Spirit wear needs to be set up at the Tennis pavilion **Kristie and Carol will sort and inventory on wednesday May 15th.**
 - Who is getting the prizes for the top 3 earners? **Carol ordered ipods when they were on sale at amazon**
 - Pledge sheet on website? I don't think it has made its way home for a lot of kids. **Carol posted all the info to the website and also sent parents a detailed email.**
- Golf Tournament (Scott and Caitlin) 20 min
 - So far we have zero sponsors. Liz & Kari will do follow up calls this week the businesses they're canvased.
 - Need more players as well. Where else can we post flyers? Can someone hit downtown Roswell, Alpharetta, Avalon, etc?
 - **Emailed both flyers to all board members and asked them to post to their neighborhoods. Will email alumni.**
 - **Can we see if Audi might sponsor a "win a car for hole in one" insurance you can buy. Kari will ask the guy at the Car Bar place as well.**
 - **Carol reached out to Laren Brown who runs the East Cobber magazine (so is on the team) and she will advertise the event on her SM. She is also offering a free ¼ page ad to any business who sponsors the golf tournament or is a new season's sponsor! She will also sponsor a hole.**



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Trojan Fan Extras (TFE)

Reserved Seating (RS) Trojan House (TH) Go Fan Sports Pass (SP)

- Plan is to sell reserved seats at \$40 and offer them to football parents first. Then mark them up to \$50 and release them to Band and Cheer parents. The hope is by being heavily discounted we can sell them out since it is “free” money. Will allude to new seats in marketing, but not promise until they’re installed.
 - Trojan House will be \$125. Hoping we can put together a good marketing package for them and sell a set amount (50?) so that we can plan on how much food we need and have a more successful turnout with that, especially with the new porch.
 - Sports Pass cost us \$40 paid to the athletic department. Go Fan sells for \$60, we will incentivise at \$50 for packages
 - Packages as follows: RS+ TH +SP = \$200 (save \$15) RS + SP = \$90, TH + SP = \$175
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- Set meeting dates for June - **June 3rd at 6PM**

Adjourned - 7:16PM