

Lake Park Athletic Boosters
Minutes from October 16, 2017 Meeting

Present: Sherry Schellinger, Linda Wolf, Gina Cestone, Margaret Ross, Victoria Zepeda, Cara Steetz, Brad Graetz, Kerry Becker, Mary Arey

Absent: Pete Schauer, Janice Gatbunton

Others: Dalal Beacom

Call to Order: 7:15 pm

Secretary's Report: Minutes from the September 18, 2017 meeting were approved by Gina Cestone and seconded by Sherry Schellinger.

Treasurer's Report: August checking account balance was \$27,229 and the money market account balance was \$71,859. We paid \$12,840 to Sievert for scoreboards that were on the wish list. We have yet to pay for the weight room wish list items. Net income year to date decreased from the prior year. While Powder Puff, Homecoming and regular football games all brought in more revenue than last year and cash from West Campus curriculum night spirit wear sales has yet to be recorded in the report, only one football game is reflected in the September Treasurer's report compared to three games that were included in the same report last year. Also, all expenses have been posted while all income has not. Linda Wolf made a motion to approve the September Treasurer's Report. The motion was seconded by Gina Cestone. The final budget for FY17-18 is still in process.

Athletic Director's Report: Reviewed schedule of upcoming events and noted that winter sports schedules are now online. Noted upcoming volleyball regionals that Lake Park will be hosting and the cross country sectional coming up. Discussed personnel who will be allowed to have access to safes and money procedures at East and West campuses in light of a recent theft at West. A motion was made to approve \$1,000 of the \$2,000 requested by the tennis team for 3 coaches to attend a development convention.

Committee Reports

- a. **Vice President's Report:** Procurement of winter parent volunteers is in process. Girls basketball, wrestling, boys swimming, Lancettes, cheer and boys bowling all have parent representatives. Still looking for representatives for boys basketball, girls gymnastics and girls bowling. An e-mail was sent requesting volunteers to work for the regional volleyball tournament October 23, 24 and 26.
- b. **Concessions Report:** Concession income was up from prior year. Gina discussed raising prices for next year in order to increase profit. Reportedly, Lake Park has some of the least expensive concessions in the area. Victoria discussed the differences in demographics but left open the possibility of raising prices on one or two items to determine if sales stay the same. Victoria also stressed that all concession stands need to work together to coordinate inventory to best use all of it throughout the year. She also stressed it is better to run out of concessions than to order too much.
- c. **Spirit Wear & School Store:** Sherry did not set up spirit wear for the October 10 game due to inclement weather.
- d. **Sponsorship Report:** Jodie Colucci is working with Debbie McComb on our new banner program. Wing Stop, Itasca Bank and McDonald's have all paid for their sponsorship deals. Dick Wickstrom Auto has been contacted to determine if they would be interested in an event.
- e. **Fundraising Report:** No new information to report.
- f. **Membership Report:** All levels of membership were up this year in comparison to last year except the \$25 level, which is pure profit. Cara reported there have been fewer mail-in's this year and also one fewer football game at which sales could have been made. Discussed ways to add booster membership during the

winter sport season, perhaps with signs at winter sporting events or social media promotion. Also, maybe have a booster representative attend athletic meetings for winter sports teams to remind parents to buy passes to get into events free.

- g. Marketing/Communications:** Brad Graetz reported that our Twitter account has not had any activity since September 2106. He has cleaned up all old information from the website and has identified all pages where information needs to be updated and knows who to contact for any questions. He discussed having a tweet deck where everyone can send messages to support teams and have booster communication.
- h. Scholarship:** No new information to report.
- i. School Board Representative** – No new information to report.

Old Business/New Business – There was some discussion and confusion over why Google documents was not continually being updated for users. Victoria is to investigate. She has had instances where she has updated the master sheet but when others open the document the changes aren't reflected. The Lancettes dance team has requested a contribution from Boosters to defray costs of their upcoming trip to Florida to represent Lake Park at a national competition. This will be voted on before or at the next Booster meeting. The possibility of setting up a budget line item for events such as this was discussed. Finally, although proceeds were higher for concessions, so were expenses. Victoria requested in August that our concessions product inventory spreadsheet be updated. To date, it has not been and therefore Victoria will update. Once this is complete, Boosters will decide if we should keep items in our current inventory, confirm sale prices are accurate and/or see if we need to add new products.

Meeting adjourned at 8:44 pm.