

Briar Woods Athletic Boosters Club April All Member Meeting

Tuesday, April 22nd, 2025 @ 7 pm

Location: Briar Woods HS Library

Attendees:

Geoff Roser
Brent Miller
Jessica Dzara
Erica Kordes
Tom Char
Kim Auch
Daryl Schauss
Greg Souchack
Valerie Souchack
Bryan Muntzer

APRIL 22nd BOOSTERS AGENDA

[Action Item List](#)

Athletic Department Updates/Requests - Mike Benson/Brent Miller

- Tennis Windscreens install status? - invoice paid
 - On property but not installed yet - targeting this week
- Baseball Project with Merrifield - need to verify that remaining balance was paid by baseball fundraising account
- 2025-2026 Sponsorship Contract
 - Need to change the top tier in the LCPS Portal to \$2500 (instead of \$3500)

Reports of Officers:

Treasurer

- Booster Taxes for 2023 done
- 2024 status? Tom/Erica still working on this

President

- Election Nominees
 - Bryan Muntzer - President
 - Dan Martin - Vice President
 - Erica Kordes - Treasurer
 - Samantha Peele - Secretary
- Do we have liability insurance for Boosters? Does it fall under LCPS?

- Valerie has one for ERMS PTA - take a look
- Got a quote from RVNA for Liability and Directors/Officers for \$205/yr
- <https://protectyournonprofit.com/ptos-booster/liability-plus/>
- Future Falcon Committee Chair discussion
 - Formalize this role as part of Boosters?
 - For all sports who are interested in this concept (what about non-concessions sports?)
 - ~~— Boys Soccer is 4/3~~
 - Girls Lax Youth Night is 4/25 and 5/13
 - Created "futurefalcons@bwboosters.org" email and gave to Valerie/Elaine
 - Flyer that went out 4/3
 - So the \$7 admission callout looks like everyone needs to pay until you read the fine print. I think we need to have the "Free Admission if wearing jersey" more prominently displayed.
 - Second - who is this from? Just says "Thanks!". We need to put some sort of contact info or program info there. "Email futurefalcons@bwboosters.org if you have any questions". I know you are wearing a couple hats here, Valerie so maybe you don't want to put your name there.
 - Third - we don't provide concessions for Tennis so not sure how we will pull off the Tennis Future Falcon night.

Vice President

- \$41.5K investments BWABC has made thus far during the 2024-2025 school year.
- ~\$3,900 remaining in the approved Baseball/Softball funds
- Future Projects:
 - TRAINER: Today, I've followed up with Trainer Sarah P. about any needs she has that Benson can't fund. Next year, the school will have a second full-time trainer per the Board of Education. TBD investment.
 - SOFTBALL: Benson previously said Park & Rec initially started on softball pitching mound work before the work stoppage, and I'm told this is the top softball need.
 - BB/SB/TENNIS: After the nice Baseball/Softball concession rebranding, it would match the elevated space to remove the two old wooden COVID-era picnic tables and 3 to match the stadium. One could even go to the front end of the concession building to service tennis. Stadium ones were ~\$1K each, and with tariffs likely increased since March 2024. I'd be inclined to invest up to \$4K over the previous BB/SB vote to create a better fan environment, plus Benson knows how to assemble already if needed. An item for discussion.

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Secretary

- Created the track signup and updated the website. There are three volunteers. Lisa for the whole meet and one other person for each shift.

Reports of standing committees:

Sponsorship (Marty Young)

Current #

Growth %

- New sponsor from Baseball team - Comfenergy (paid via LCPS Portal)
 - Added new column (F) to our [Sponsorship Tracking sheet](#)
- Marty drafted an "In-Kind Services" agreement
 - [Draft with UPS](#)

Membership (Daryl Schauss and Billy Keltz)

Current #

Growth %

- Lots of people signed up during Spring Sports Parents Meeting
- Need to order Boosters Membership Car Magnets
- Another membership volunteer - Robin Mattingly
- Membership communication google group
 - bwboostersmembers@bwboosters.org
- revisit membership tiers and benefits for 2025-2026
 - Member Appreciation Party
 - New Tier Model to consider:
 - Blue (\$50) - Magnet and 2 Sets of Sports Stickers
 - Orange (\$125) - Blue plus:
 - One free Sports Program (Fall, Winter, or Spring) \$20 value
 - Falcon (\$250) - Orange/Blue plus:
 - Free pass to golf tournament (\$125 value)
 - Or Free pass to Casino Night (\$VALUE TBD)
 - Determine who needs sports programs

Concessions (Greg & Pam Bohmer, Bo Choe)

- New potential Committee Members:
 - Gauri Kayande
 - Kim Auch

Newsletter (Jessica Dzara)

- March Newsletter published - the body of the newsletter was too long for the email (requires "view entire email" to open)
- April Newsletter next week - working on new, cleaner template
- Content requested - due this Friday, April 25th
- Need to approach Sports Marketing with new DECA projects for next year to create more digital marketing content for Boosters

- Heather van Dyke
- Mr. Kolasch

Team Parent/Liaison (Dawn Schaal)

- [Spring Sports Coach and Team Parents list](#) posted in shared drive
- [Spring Sports Parent List](#) posted

Sports Programs (Valerie, Greg & Ryan Souchack)

- Ordered 51 copies for Spring Program - it's ready
 - We can print more at the same bulk cost if needed
- Delivering Shout Out and pre-ordered copies
- Reviewing the Membership list to deliver to members at the right tiers
- When we sell advertising, need to make sure we are in sync with sponsorship team so this can be tracked by them
- Distribution
 - Concessions
 - Cheerleaders - incent with free concessions (one item)
 - Football game stands
 - Social Media
 - Home delivery - clear bags on the door handle
 - Coaches Meeting
 - Parents Meeting (March 4th)

Social Media/Community Outreach (Jennifer Phillips, Cara Roser)

- [2024-2025 Social Media Strategy](#)
- [2024-2025 Social Media Planner](#)
- Content promoted last week
- What needs to be promoted next week?

Scholarships

- 7 applications as of Monday, Apr 21st morning
- Erica going to take a shot at a scoring rubric
- Boosters Scholarship Applications due April 21st, 2025
 - Application page is now published
(<https://www.bwboosters.org/scholarship>)
 - Finalize Scholarship form and approve at next meeting (due to Casey 3/17).
- From Casey Wales:
 - LCPS has selected April 3, 2025, as their deadline for their countywide scholarships. You can choose your own deadline but here are some additional dates to take into consideration:
 - June 4th - Last day of school for seniors

- June 10th - Senior Awards Ceremony. (We would like to give parents and students at least a 3 week notice before the Awards Ceremony so that they can be invited and have enough time to plan on attending.)
- From Samantha:
 - I propose the following dates for the BWABC scholarship deadlines:
 - Finalize Scholarship Guidelines by Monday, March 17th, 2025
 - Scholarship opens for submission - Monday, March 24th, 2025
 - Scholarship submission deadline - Monday, April 21, 2025
 - Winners selected - Sunday, May 18, 2025
 - Winners emailed to Casey Wales - Monday, May 19, 2025
 - Winners notified - Tuesday, May 20, 2025
 - Senior Awards Ceremony - Tuesday, June 10, 2025

Events

- [Casino Night](#) - Done!
- [Mulch Sale](#) - Done!
 - shared [2025 Mulch Sale Debrief document](#)
- [Golf Tournament](#) (June 23rd) - who is co-lead? Shawn Baron declined
 - Confirmed Jerry Carter is already helping find foursomes for the raffle
 - Geoff signed the catering contract and paid \$500 deposit
 - Final guarantee due by 6.13.25 (10 days prior to the event date)
 - Final payment due by 6.17.25 (5 days prior to the event date) with a credit card
 - Need to advertise in HOA Newsletter by April 10th

APRIL Reminders

- Advertise in Broadlands HOA Newsletter - due by 10th of the month for the next month
- 8th Newsletter
- Board Candidates to announce intentions at General Meeting
- Check with Pepsi for Spring Sponsorship check

MAY Reminders

- Advertise in Broadlands HOA Newsletter - due by 10th of the month for the next month
- Review scholarship applications and pick five winners
- Spring Sports Playoff Concessions
- 9th Newsletter
- Board Candidates to present to General Meeting
- College Signing Day
- Recertify Benevity (causes.benevity.org)

Unfinished Business:

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New Business:

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Adjourn

The next meeting will be Tuesday, May 20th, 2025 at 7PM in the Briar Woods Library.

APRIL 9th Virtual Boosters Board Ideas

- Eagle Ridge Sports Night Debrief
 - If a sports doesn't have a coach available, provide a signup area for parents to get on an email distro list?
- Project Idea from Steph Sonnenfeld - Briar Woods Next Level Athletes
 - A board that shows what school our athletes went to play for
 - Riverside does this
- Steph Sonnenfeld and Amanda Hoban indicated an interest in helping with Boosters next year
- Kim Mingo offered to help us with signup genius