Briar Woods Athletic Boosters Club Membership Meeting

Tuesday, October 24th, 2023 @ 7:00 pm

Location: Briar Woods Library

Attendees

Geoff Roser, President
Chris Capistrant, Vice President
Tom Char, Treasurer
Samantha Peele, Secretary
Michael Benson, BW Athletic Director
Greg Bohmer, Concessions
Bo Choe, Concessions
Valerie & Greg Souchak, Sports Programs
Sara Capistrant, Football Team Mom
Sherri Carmical, Membership (Absent)
Stephanie & Ramsi Nowfel's, Sponsorship (Absent)
Jennifer Phillips, Social Media (Absent)
Steve McCarthy

Minutes

Call meeting to order 6:58PM

Reading of Minutes/Approval - Minutes from 9/18/2023 Meeting Approved

- Review Action Items
    - **Athletic Department**
        - Electricity in stadium concessions is now stable: removed old refrigerator and spread appliances out on the back wall.
        - No Planned updates to the stadium concession stand, but AD does get four outlet installations per year. Consider this for future electronic sign boards.
    - **Treasurer**
        - *Wrote a check to Mike Benson to put in the Football account for discount cards.*
        - *Concessions and Treasurer determined the best way to communicate expenses.*
    - **President**
        - *Provided the number of stadium seats to the Treasurer, so we can pay the marketing department.*
    - ***Secretary***
        - *Purchased Boosters magnets*

- ***Newsletter***
    - *Published September Newsletter*

Athletic Department Updates/Requests - Mike Benson

- New Projects:
    - Coach Rocco requested four weight bars (~$500/ea). They are pretty much football related so purchase would need to come out of the football budget.
    - Baseball mower hydraulic is fixed, nothing needed from the boosters.
    - ***Action Item: Work with Chris Capistrant to prioritize items.***
    - ***Action Item: Repair/Replace damaged Wind Screens at the Stadium.***
    - ***Action Item: Have someone look at the Baseball Concessions window door that won't completely close (about an inch gap at bottom).***
    - Completed Items:
        - Goal Post Covers are completed.

- Gave checks and bills to Treasurer
- The Athletic Office has spent $68K so far this year on items Football shoulder pads, football uniforms, cross country uniforms, volleyball uniforms, entry fees, baseball uniforms and lacrosse uniforms. Future expenditure is for new field hockey goals. The ones we have have wooden bases and are rotting. Will look at ones with plastic bases.
- Upcoming Events:
    - This week: Playoffs are coming up for regional cheer district volleyball
    - 11/2: Volleyball regionals
    - 11/3: Senior Night - All seniors in Football, marching band, non-gym sports will be recognized before the game.
    - 11/4: State Cheer Championships
    - 11/6: Start of winter sports
    - 11/8: National signing day. We set up a backdrop and table and is coach led
    - 11/14: Winter Sports Parents Night

- Checklist items
    - Mower hydraulic is fixed

- Better predict playoffs - just assume we make it and schedule volunteers

Reports of Officers:

Treasurer

- ***Action Item: Figure out concessions credit profit through November 1st (Sales - Cost of food), so we can put the payout in the November Newsletter.***

President

- Boosters Board Appreciation Dinner - hosted by the Rosers
    - Sat, Dec 9th

- Need to schedule the Remaining Boosters Monthly Meetings (baseball/softball not scheduled yet)
    - Monday, Dec 11th
    - Tuesday, Jan 16th (Samantha Conflict), Post meeting agreed on Jan 9th
    - Tuesday, Feb 13th
    - Tuesday, Mar 12th (spring)
    - Monday, Apr 15th (spring)
    - Tuesday, May 14th (spring)
    - Monday, June 10th (end of school)

- Master Calendar Reminders for October:
    - Advertise in Broadlands HOA Newsletter - due by 10th of the month for the next month
    - Fall Playoff schedules for concessions - Look at Benson's list
    - Set Winter Booster Club Monthly Member Meeting Schedule
    - Third Newsletter - Jenny
    - Casino Night go/no go - ***We have two people who want to assist, but we still need a Chairperson.***
    - **Harlem Wizards - no go - PTSO is going to do it.**
    - File Annual Report with State Corporation Commission and pay fee - Tom needs to do this. Here is a link on how to do online: https://fastfilings.com/virginia-annual-report/?sl4&gad=1&gclid=CjwKCAjwnOipBhBQEiwACyGLutlBOPwKJ5r9CiMTCRgdSuBviA7uKoCSV7Wjms0NqVRzw04MiHEmEBoCeDUQAvD_BwE
    - Prepare Booster Tax Return - Tom needs to start this
- Master Calendar Reminders for November:
    - Advertise in Broadlands HOA Newsletter - due by 10th of the month for the next month - **Samantha will email the Newsletter to find out how we submit information.**
    - Winter sports tryouts
    - Shut down football concessions - move to indoor - Schedule that for after Thanksgiving. Bo will determine when we do this.
    - Winter Sports Parents Night (before Thanksgiving) - (Nov 14th) - Membership will have blades and table for membership. 8ft and 6ft table cloths and runners. Banner stand usable indoor and outdoor.
    - 4th Newsletter -
    - Winter Sports Program - print after 10/29.
    - File Booster Tax Return

Vice President

- Winter coaches meeting update - Chris went to the coaches meeting and asked them to channel what they want through Mike Benson. No one had questions. Also reminded the coaches about the concession credit discount.
- Reviewed and updated projects Spreadsheet
- Special request - shaker bottle

Reports of standing committees:

Sponsorship (Not here) - Need to focus this once football is over

Current #

Growth %

Membership

Current #

Growth %

Try to deliver the magnets, etc.

Set up a table at the Winter Sports Parents meeting.

Samantha - Send Tom the invoice for the magnets

Boosters can order from Ms. VanDyke's contact for sports stickers

Concessions

- How to schedule playoff game concessions coverage
- Approval of new Pepsi contract and pricing? ALl in favor approved the Pepsi contract. Lowered price in lieu of donation, as we can make more money.
- King of Pops approved LCPS vendor
- Menu Boards for Stadium? Indoors? Outdoors?
    - Greg: Working on Signage option. If we like the Stadium we can do so for all the concession stands. Frame costs $90 and we can print a poster with items and prices.
    - TVs with flash drives and get power there.
    - Mike: Ask Heritage how they did theirs. Mike has four outlets he can get per year.

Newsletter

- Need sports photos

Team Parent/Liaison

- Not present, no update

Sports Programs

- Shout outs needed
- Sell at the Senior Night - Football games are the best way to do this. JV Cheerleaders would walk around and try to sell them. $10/each. Set up a stand.
  - **Do the Souchaks need help with this?**
- Ask Brent Miller about the JV/Football photo.
- Post on Social Media and also put example of Shout Outs - **Samantha will post on Facebook, X and Instagram**
- We need to have Dawn reach out to team parents to get her to send a reminder
- Need to find out the turn around for printing (order 30)

Social Media/Community Outreach

- Post on Social Media and also put example of Shout Outs
- Work with PTSO Social Media? Get them to repost our stuff and we repost their stuff?
- Board needs to give her more content on what to do and what frequency

Scholarships

- (Samantha) Should we require families of students who apply for scholarships to be members of Boosters? PTSO requires this. Table this until November and determine how many applicants we have and we give 5 Scholarships. 11 or 12 applicants. **Approved that you must be a member to apply.**

Events

- Mulch Sale
- Casino Night - Two People willing to help with Casino Night but no leader.
- Golf Tournament - Sean will run the tournament but not sponsors.

Unfinished Business:
Schedule a follow up meeting to discuss credit only. Do a survey. Change the mentality.

New Business:
Fundraising with Winter Sports
Ask if anyone needs help running a fundraiser

Adjourn

The next meeting will be held on Monday, November 13th at 7PM in the Briar Woods Library (That's a no school day - where will we have a location)

Agenda

Call meeting to order

Reading of Minutes/Approval
- Review Action Items

Athletic Department Updates/Requests - Mike Benson
- New Projects: Rocco request for four weight bars (~$500/ea)

Reports of Officers:

Treasurer

President
- Boosters Board Appreciation Dinner - hosted by the Rosers
  - Thurs, Dec 7th or Sat, Dec 9th?
- Need to schedule the Remaining Boosters Monthly Meetings (baseball/softball not scheduled yet)
  - Monday, Dec 11th
  - Tuesday, Jan 16th - conflicts with PTSO (moving to 1/9/24)
  - Tuesday, Feb 13th
  - Tuesday, Mar 12th (spring)
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  - Tuesday, May 14th (spring)
  - Monday, Jun 10th (end of school)
- Master Calendar Reminders for October:
  - Advertise in Broadlands HOA Newsletter - due by 10th of the month for the next month
    - Advertise the Fall Program in Nov and the Winter Programs and Shoutouts
  - Fall Playoff schedules for concessions
  - Set Winter Booster Club Monthly Member Meeting Schedule
  - Third Newsletter
  - Casino Night go/no go - no Chair yet
  - Harlem Wizards go/no go - PTSO is doing this!
  - File Annual Report with State Corporation Commission and pay fee
  - Prepare Booster Tax Return
- Master Calendar Reminders for November:
  - Advertise in Broadlands HOA Newsletter - due by 10th of the month for the next month
  - Winter sports tryouts
  - Shut down football concessions - move to indoor - needs to be after Thanksgiving
  - Winter Sports Parents Night (before Thanksgiving) - NOV 14th
  - 4th Newsletter
  - Winter Sports Program go/no go - GO with the SOUCHACKs

- File Booster Tax Return

Vice President
- winter coaches meeting update
- Projects
- Special request - shaker bottle

Reports of standing committees:

Sponsorship
- Current #
- Growth %

Membership
- Current #
- Growth %

Concessions
- How to schedule playoff game concessions coverage
  - We need to assume that we will host and get people assigned, then if no game, they are off the hook!
- Approval of new Pepsi contract and pricing?
- King of Pops approved LCPS vendor
- Menu Boards for Stadium? Indoors? Outdoors?
- Baseball/Softball Concessions (Bo) - issue with one of the doors not closing all the way

Newsletter
- Need sports photos

Team Parent/Liaison

Sports Programs
- Shout outs needed

Social Media/Community Outreach

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- (Samantha) Should we require families of students who apply for scholarships to be members of Boosters? PTSO requires this.

Events
- Mulch Sale
- Casino Night
- Golf Tournament

Unfinished Business:
New Business:
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