

Briar Woods Athletic Boosters Club May All Member Meeting

Tuesday, May 20th, 2025 @ 7 pm

Location: Briar Woods HS Library

Attendees:

Geoff Roser
Mike Benson
Marty Young
Tom Char
Kim Auch
Bryan Muntzer
Dan Martin
Chris Capistrant

May 20th BOOSTERS AGENDA

[Action Item List](#)

Athletic Department Updates/Requests - Mike Benson/Brent Miller

- Baseball Project with Merrifield - need to verify that remaining balance was paid by baseball fundraising account
 - Now that we took out the trees behind baseball, there is nowhere for the boys to “find a tree” - can we get a port-o-potty installed?
 - Could be tough - no access to service a port-o-potty back there
 - Mike to ask the county to insulate the water lines in BBSB Concessions so they can leave the water on year around (this was requested before)
- 2025-2026 Sponsorship Contract
 - ~~— Need to change the top tier in the LCPS Portal to \$2500 (instead of \$3500)~~
 - I updated the [website](#) and sponsorship [application](#) with the correct links
 - Geoff and Marty to request changes to the form - send email to Mike
- ~~— eTeams payment for soccer~~
 - ~~— Mike gave Tom a check, and Tom paid back from Boosters~~
- New Project Idea - Improve Baseball/Softball fan experience
 - replace the wood picnic tables near Baseball/Softball concessions? MIKE - Yes, this is a good idea)

- Create a path from baseball to concessions with falcon prints (like over at stadium)
 - Brent has stencils, maybe do this with the repainting of stadium falcons
- Get Luckstone to donate a large rock for the kids to decorate each year (also like the stadium)
- Any State Games at Briar this Spring? Mike - Not this year
- College Athlete Recognition Night June 2nd
 - Same night as our next Virtual Board Meeting - won't conflict

Reports of Officers:

Treasurer

- 2024 status? Tom/Erica still working on this - meeting on May 29t

President

- Election Nominees - vote passed
 - Bryan Muntzer - President
 - Dan Martin - Vice President
 - Erica Kordes - Treasurer
 - Samantha Peele - Secretary
- Sports Physical Night is Wednesday, June 4th at 6PM
 - [Registration website](#)
 - Cost is \$35
 - Let's set up a Boosters table and recruit/market Boosters
- Benevity Matching - \$301.15 received in Wells Fargo account on 4/30/25
 - Matt Cox - \$25 (match)
 - Joshua Donnelly - \$140 donation plus \$140 match - for Girls Tennis
 - Need to send check to Benson for \$280
 - Total \$305 - Merchant fee was \$3.85 (we will eat this fee)
- Allegra Invoice for two trailer wraps was \$3,570.00 - Chris, this needs to be added to the cost of the trailers in our tracking docs - invoice is paid

Vice President

- \$47.8K investments BWABC has made thus far during the 2024-2025 school year.
- ~\$1594 remaining in the approved Baseball/Softball funds
 - Hitting nets for \$1300 for baseball
- Delivered two massage therapy guns to Sara Pineda (athletic Trainer) on 5/9/25
- 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.
- Briar branded tents for various outdoor sports

Secretary

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Reports of standing committees:

Sponsorship (Marty Young)

Current #

Growth %

- New sponsor - Ortho Virginia, Dr Johnathan Bernard (via Heather Roper email)
 - I sent updated the [website](#) and sponsorship [application](#)
 - Marty and Bryan to reach out
- Sponsorship Form and Payment Portal updated for 2025-2026
 - Need to start renewals with current sponsors
- Bryan and Marty to discuss transition

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
- 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 - interested in helping us with end of year concessions clean out
 - Kim Auch (filling for Pam/Greg) and Brittany (filling for Bo)
 - Maybe Amanda Hoban helping Kim

Newsletter (Jessica Dzara)

- Google verification for Mailchimp message from Jessica?
 - Samantha has the same message and is working on figuring this out.
- 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?
 - GOLF TOURNAMENT

Scholarships

- Board completed application review and selected five recipients
- 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!
- [Golf Tournament](#) (June 23rd) - Mike Benson/Jerry Carter
 - We have two foursomes (Lenin Pacheco, Tim Lucas) - neither paid yet
 - We have one hole sponsor (Richard Banton) - paid
 - Need to get into Principal Alzate's weekly emails - Mike to submit
 - Samantha reached out to Broadlands Newsletter to put flyer in June
 - Mike sent the flyer to all the coaches
 - Required to fill out one foursome, one raffle item, and a hole sponsor
 - 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 post flyers at restaurants and in concessions (like Rubinos)
 - Put a couple in Stadium for Girls Soccer and maybe BLAX

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)~~

JUNE Reminders

- Shut down Football and Baseball/Softball Concessions
- Golf Tournament first Monday after last day of school
- Disburse Booster scholarships to winners
- Transition/Induction any new board members

- If changes, need to update State Corporation Commission Clerk's Information System
 - <https://cis.scc.virginia.gov>
- Transition Gmail Accounts
 - Requires changing recovery email and phone
 - Requires domain admin changing the email names
 - Need to purge cached "other contacts" from contacts apps for everyone or the local account will keep using the old names
- Sponsors need to be contacted for renewal for upcoming school year
 - Order new banners
- Schedule Financial Audit for mid-July
- Senior Awards - June 10th

Unfinished Business:

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New Business:

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Adjourn

The FINAL meeting will be Tuesday, June 10th, 2025 at 7PM in the Briar Woods Library.