

Briar Woods Athletic Boosters Club October All Member Meeting

Wednesday, October 9th, 2024 @ 7 pm

Location: Briar Woods HS Library

Minutes

Call meeting to order - 7:04pm

Attendees:

Mike Benson
Geoff Roser
Danielle Prisioso
Samantha Peele
Jessica Dzara
Erica Kordes
Greg Bohmer

Action Item List

- Doing Financial Review on 10/23. Susan Winklosky will help.
- Import concession emails into Mail Chimp, Need to do membership
- Ideas for newsletter - Highlight a coach, Highlight a concessions volunteer
- Unbelievable execution of Sports Program - lots of sales. In kind sponsorship with UPS store. We've almost sold them. We need some artwork for UPS to advertise them. Need to decide if we want to buy more.
- Need to update sponsorship with in-kind sponsorships (Marty). We need to define the benefits of in-kind sponsorships.
- Casino Night
 - No Snow Date (order all prior to the event)
 - February 22, 2024 is the date

Athletic Department Updates/Requests - Mike Benson/Brent Miller

- Status of banner/wrap for the top of the press box: Still getting estimates. We will either have six pieces or one piece on the front with a BW and Falcons.
- Invoice for Bermuda Grass
- Check from Mike

- National Philanthropic Trust - gift from Ed and Erin Burnett
- Mike Gallagher Schwab Charitable - need to cut check back to Benson - **ACTION ITEM TOM**
- Chick-Fil-A - sponsorship check need to cut check back to Benson - **ACTION ITEM TOM**
- VA State Corporation Commission - need to pay - **ACTION ITEM TOM**
- Costco Reward Check - give to Bo - **ACTION ITEM TOM**
- Wrap the Water Towers - Jessica works for Loudoun Water - she will look into it **ACTION ITEM MIKE**
- Parent Winter Sports Night is 11/19.

Reports of Officers:

Treasurer

- Schedule Financial Review/Audit - going to work with Erica Kordes
 - Scheduled for Wednesday, October 23rd, 6-9PM at Geoff's house
 - Tom Char, Erica Kordes, ~~Rebecca White (Samantha's friend)~~, Susan Winklosky, Geoff Roser
 - https://www.jitasagroup.com/jitasa_nonprofit_blog/nonprofit-audit/
 - From Valerie: https://vapta.org/images/Virginia_PTA_Financial_Review_Revised_May_2022.pdf
 - Audit to be completed by Oct 31, 2024
 - Will send in check for the Football discount cards tomorrow, (ask Erica to send me)

President

- Future Falcon Night - Lightridge Game on Oct 25th
 - Offer a free piece of pizza, chips, and Gatorade?
 - Very busy night
 - Cheer Middle schoolers cheer
 - Boys watch a practice and on sideline before game
 - Band comes and plays National Anthem and gets in the stands with band
 - Maybe set up a table for the boys and set up food at the end and keep away from the concessions - **ACTION ITEM MIKE**
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- Okay if Cheerleaders get a free meal for selling the sports programs (pizza, chip, drink)
- Recruiting volunteers for Board/Committees - [candidate list](#)
 - Treasurer - Erica
 - Concessions - Dave Anderson is on the group chat, partner with a different family
 - Billy Keltz is helping with membership
 - Really energetic Freshmen parents - recruit them!

- Boosters Swag from Cheer Sports - More people want them.
 - If enough people want their own shirt/3/4, we need to order a minimum of 12 to get the \$35 price
 - Can we get a Boosters Storefront - Just use the Briar Woods Store Front
 - Individuals can custom order the shirts from Cheer Sports and specify Athletic Boosters Club

Vice President

- Status of Allegra getting measurement, quote, etc. for Stadium Filming Railing windscreen - working on this
- Timing of Stadium door frames from green to navy - paint orange **ACTION ITEM CHRIS**
- Any developments from the baseball coach regarding pitching warm-up area - Talked to Coach Morris about it. He's looking into it. There's an area. Benson didn't think that it was an issue, mentioned to it from Coach Morris and didn't think it was an issue. Pitchers and catchers out there tomorrow. Follow up with the Coach on what we want. Benson is sending the coach an email now. **ACTION ITEM BOARD TO MEET WITH COACH MORRIS**
- In a few weeks I'll contact the previous mulch provider for 2025 rates.

Reports of standing committees:

Sponsorship (Marty Young)

Current #

Growth %

- New Program for 2024-2025 Year
 - [Sponsor Application Form](#)
 - Basic \$500
 - Orange \$1000
 - Blue \$3500
 - When sponsors don't want full sponsorship, we can offer them advertising in Sports Program, Casino Night Sponsorship or Golf Tourney Sponsorship
 - Need to coordinate this with Sports Programs for tracking **ACTION ITEM MARTY**
 - Need to start driving Casino Night Sponsors **ACTION ITEM MARTY**
 - Can Benson help with some silent auction items for Casino Night (don't want to take away from the Golf Tournament). Looking for more auction items. Decided not to do raffle. People can buy more chips. **ACTION ITEM MIKE**
 - Chin Chin tried to buy an ad in Sports Program

Membership (Daryl Schauss and Bill Keltz)

Current #

Growth %

- Another membership volunteer - Robin Mattingly
- Membership communication google group
 - bwboostersmembers@bwboosters.org
- revisit membership tiers and benefits
 - Member Appreciation Party
 - Photo shoot discount (Dan Harris idea) This did not work out - too much risk for the photographer
 - Distribute Booster branded shirt or pullover
 - 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
 - Delivered all the stickers

Concessions (Greg & Pam Bohmer, Bo Choe)

- Concessions volunteer - Dave Anderson - **ACTION ITEM: Start showing Dave the ropes**
- Create Signs & Banners about going cashless - **ACTION ITEM GREG**
- Chin-Chin signed up for an Ad Buy in the Sports Program, but missed the deadline for Fall. Who has the relationship there? Wants to put an ad in the winter program. **ACTION ITEM MARTY**
- 10/18 and 10/25 games will be busy - not sure what we'll get on 10/31.

Newsletter (Jessica Dzara)

- September Newsletter out - great job!
- Cashless starting Winter 2024
- Highlight a Coach, Highlight a concessions volunteer, Casino Night Marketing
- Publish October on 10/27, November 11/17, December 12/15
- Nice long break until January
- Broadlands Newsletter - Casino Night - Action Item - (There is a flyer on the drive - coaches for free, but date charge) **ACTION ITEM SAMANTHA**
- Email Team Parents

Team Parent/Liaison (Dawn Schaal)

- Need to get current list of parents from Lucia Curry
 - Lucia said she doesn't have the rosters yet

Sports Programs (Valerie, Greg & Ryan Souchack)

- We have two Ad Buy orders that came in after we went to Print

- Chin Chin - which we only sell in the Fall **ACTION ITEM VALERIE**
- Loudoun Soccer **ACTION ITEM VALERIE**
- Fall Programs Printed - great job!
- 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

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

- N/A

Events

- [Casino Night](#) - Danelle Prezioso is off and running with a team of 13 volunteers!
 - Casino Night Volunteer - Anatoly Levkov
 - Updates from Danelle:
 - Basically - proposals coming back from other venues outside of Belmont are cost prohibitive. \$10k for Belmont, \$4100 for casino night. We have 4 silent auction items thus far which I am hoping can at least pay the belmont bill - 3 beach house vacations (Corolla, Surfside Beach, North Myrtle Beach) and an athlete package from 2 Bags training.
 - Flyer is done for 2/22
 - Just waiting to sign belmont proposal then things will get moving
 - Casino night meeting is 10/16 @ parallel wine @ 6:00-7:30
 - Can we plan for a snow date just in case? No Snow Date
 - Do we want to access the sponsorship list for casino night sponsorship - marty young will reach out.
- Mulch Sale - need to look at dates that don't conflict with Casino Night **ACTION ITEM CHRIS**

OCTOBER REMINDERS:

- Advertise in Broadlands HOA Newsletter - due by 10th of the month for the next month

- Fall Playoff schedules for concessions - Sara will add slots for Football, Samantha will approach for Volleyball and Field Hockey.
- ~~Set Winter Booster Club Monthly Member Meeting Schedule~~
- Post Schedule for Winter Sports Tryouts (usually second Monday in November) 11/11
- Post Schedule for Winter Sports Parent's Night (Tues, Nov 19th) and Winter Sports Coaches Meeting 11/19
- 3rd Newsletter
- ~~Casino Night go/no go~~
- ~~Harlem Wizards no go~~
- File Annual Report with State Corporation Commission and pay fee (Action Item for Tom) action item
- Prepare Booster Tax Return (Action Item for Tom) action item
- Confirm Brusters/Robek's for Winter Sports (Geoff) action item

NOVEMBER REMINDERS:

- Advertise in Broadlands HOA Newsletter - due by 10th of the month for the next month
- Winter Sports Coaches Meeting (11/11)
- Winter sports tryouts (Second Monday in November)
- Shut down football concessions - move to indoor (after playoffs, after thanksgiving)
- Winter Sports Parents Night (before Thanksgiving)
- 4th Newsletter
- **Winter Sports Program go (action item to get the dates going for the Winter Program - look at the schedule - picture day 11/19) Pom Squad (run by lucia) ACTION ITEM VALERIE**
- File Booster Tax Return **ACTION ITEM TOM**
- Confirm Casino Night Dates/Venues

Unfinished Business:

-

New Business:

-

Adjourn 8:46pm

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 - Offer free piece of pizza, chips, and Gatorade?
 - Provide raffle tickets for the concessions give away
 - This includes the Future Cheer and Future Band kids
 - Have the kids run through the Falcon Tunnel then pick up their pizza and drink away from concessions stand? Maybe behind the far end zone
- Recruiting volunteers for Board/Committees - [candidate list](#)
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