

Briar Woods Athletic Boosters Club May All Member Meeting

Tuesday, June 10th, 2025 @ 7 pm

Location: Briar Woods HS Library

Attendees:

Geoff Roser
Bryan Muntzer
Erica Kordes
Steve McCarthy
Samantha Peele
Kim Auch
Bo Choe
Valerie Souchack

June 10th BOOSTERS Minutes

Action Item List

Athletic Department Updates/Requests - Mike Benson/Brent Miller

- Golf Tournament Update
 - We have a couple registrations who haven't fully paid
 - Jerry has several foursomes donated to courses around the area for the raffle
 - *Email list from last year*
 - *Mailchimp on 6/14,*
 - *Signs need to be made*
 - *One Sponsor - email last year's sponsors?*
 -
- LCPS Portal Payment updates (email shared with ideas on 5/31)
- New Project Idea - Improve Baseball/Softball fan experience
 - Replace the wood picnic tables near Baseball/Softball concessions? MIKE - Yes, this is a good idea) *Ordered - 4th of July*
 - 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) - *Bo got a stone - baseball/softball/tennis*
- Sponsorship Signs

- How to add a QR code on the sign? - *Have to do something specific to make them work, because if the shape changes - QR code won't work. If we had an electronic board, then we could do qr codes.*

Reports of Officers:

Treasurer

- 2024 status? Tom/Erica still working on this - meeting on May 29th
- 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
 - Tom to send check to Benson for \$280
 - Total \$305 - Merchant fee was \$3.85 (we will eat this fee)
- ***Supposed to meet this weekend, but need to postpone. Tom should help to transition.***

President

- 2025-2025 Planning Meeting and Appreciation Cookout
 - [Availability tracker](#)
- Election Nominees - vote passed
 - Bryan Muntzer - President
 - Dan Martin - Vice President
 - Erica Kordes - Treasurer
 - Samantha Peele - Secretary
- Boosters apparel order (new board, new committee members) - request via Bryan - Cheers Sports - Boosters logo?
- Advertising on TheBurn for Events (Bryan)

Vice President

- Purchased three metal picnic tables for BBSB concessions area to match tables in stadium and replace the old wooden tables
- \$51.7K investments BWABC has made as of 6/10 during the 2024-2025 school year.
- ~\$1,594 remaining in the approved Baseball/Softball funds
 - Hitting nets for \$1,300 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.
 - CC: 2 therapy tools were top items, purchased by BWABC

- 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

-

Reports of standing committees:

Sponsorship (Bryan Muntzer)

- **Current Sponsors = 25**
- **Renewal Progress**
 - All Renewal emails were sent the week of 6/3
 - 8 commits for next year
 - 5 Responded and working on next steps
 - **Lost:** Aubin Dunbar Wealth Management
 - ~50% response rate on first round of outreach
- **New Logo Targets**
 - **New Pending Sponsor:** Elite Wellness (in negotiation on level)
 - Ortho Virginia (*Bryan contacted Dr. Bernard on 6/5*)
 - ADM Tree Services
 - Biryani Grill
 - McLean Bible Church
 - Loudoun Economic Development
 - KFA Private Wealth Group
 - 10+ Businesses will be reaching out to week of 6/9
 - **Geoff to share the Loudoun County Homeowner Referral Guidebook with Bryan - has tons of potential sponsors**
- **2025-26 Goals:**
 - Target Logo Growth for '25-26 school year = **~40% (10 new logos)**
 - Target Revenue Growth rate = **~30%**

Membership (Daryl Schauss)

Bryan may have someone to backfill for him

Trying to get Billy Keltz to help

- 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)

- Updated Pepsi Order form in Concessions 2024-2025 shared folder
- 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 Griffin (filling for Bo)
 - Maybe Amanda Hoban helping Kim
- *Lots of candy left, reached out to Ms Eddinger but have not heard back.*
- *Give it to Firehouse, Assess on June 21st Clean up at 10am*
- *Amanda Hogan may be interested*
- *Train to do the concessions volunteer credit program*
- *Cashless was not good 52% down in the winter*
- *Need to have a specific concessions brainstorming meeting, need to make by 6/1*
- *Definitely have cash for Varsity Football games*

Newsletter (Jessica Dzara) - Jessica has kid conflict tonight

- 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
 - *Get a parent volunteer to mentor*
 - *What are the needs for next year*

- *Internship?*
- *\$2000 donation - capital infusion into this from Ryan Souchack's Grandfather to promote vs. Capital investment*
- 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)
- *Posted everything online off the website*
- *Ron at UPS store committed for next year*
- *Are there investments we can do to give it away for almost free - could use the \$2000 investment to help with that. Insert for that weeks' game. Link to take you to something for the games for the week via QR code.*
- *Need to meet with all of the team parents - team mom meeting every season*
-

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

- Scholarships presented this morning
 - Addison Wivagg

- Colin Capistrant
- Rachel Zerega
- Olivia Yoder
- Camille Golinvaux
- Instructions for distribution:
 - For each of the recipients, please email the following to president@bwboosters.org:
 - School Name
 - School address and contact to where the money needs to go
 - Your student id number (for the university)
 - Once that is provided our treasurer will write and send out the checks. The scholarship funds must go to the school directly.
- Any additional [feedback](#) for next year?
- *Last year it took a couple of months to distribute the money.*

Events

- **Need an idea for a fall event to kick off the year**
- [Casino Night](#) - Done!
- [Mulch Sale](#) - Done!
- **Pickle Ball Tournament - Fundraiser - Early in the season - Where can we play? Tom nationally ranked**
- [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 - Infinity Physical Therapy) - 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

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

JULY Reminders

- Setup Booster Board Planning Meeting for the next school year in late July/early August
- Renew Benevity Membership (due in September)
- Meet with Mike Benson to plan projects for upcoming year
- Post schedule for Fall Sports Tryouts (usually First Monday in August)
- Post schedule for Fall Sports Parents Night and Fall Sports Coaches Meeting
- Confirm Brusters Ice Cream for Football home games
- Confirm Robek's for Volleyball
- Set budget for the year
 - Target sponsorship goals
 - Target event profit
 - Identify projects
- Conduct Financial Audit (need 2 outside people to participate)
- Confirm/Renew concessions contracts for
 - Drinks (Pepsi or Coke)
 - Pizza (Manhattan)
 - Chick-Fil A
 - Chin-Chin

Unfinished Business:

-

New Business:

-

Adjourn

This is the FINAL meeting for the 2024-2025 school year. Next meeting to be scheduled by new board.

June 4th Virtual Board Meeting Agenda

- Golf Tournament
 - Geoff signed the catering contract 2/25/25 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 amp up the Social Media posts
 - Instagram - Cara/Jennifer
- Board Transitions
 - ~~— Geoff/Bryan meeting week of May 19th~~
 - Tom/Erica meeting week of June 9th
 - Tom/Erica/Bryan/Geoff - need to schedule the Bank Account transitions (June)
 - Targeting Friday, June 13th - need Tom to confirm
 - Chris/Dan - connecting on Projects and VP role week of June 9th
- Briar Woods Sports Physical Night - Wednesday, June 11th, 5:30PM
 - Need to put up our table and banner
- College Athlete Recognition Night moved to June 9th, 6PM in the Library
 - Boys Soccer and Baseball have their banquets this night
- Senior Awards on June 10th - certificates and speech are ready
- Need to schedule concessions clean up
 - Gauri Kayande offered to help us
 - Need to get a date from Pam/Greg/Bo
- Schedule Summer Planning Meeting and Boosters Volunteer Cookout
 - Possible weekend:
 - Sunday July 13th
- Gmail Contacts Clear Cache Issue
 - When the wrong name shows up in your email for our board/committee positions
 - https://www.youtube.com/watch?v=_qnh1B8hla8
 - Delete the Cookies for the Google Mail and Contacts website only
 - Change email names moving forward
 - Boosters President
 - Boosters Vice-President
 - Boosters Treasurer
 - Boosters Secretary
 - Sponsorship Chair
 - Membership Chair
 - etc

- Needy Athlete basketball camp funding payment - done

Action Item List

Athletic Department Updates/Requests - Mike Benson/Brent Miller

- Golf Tournament Update
 - We have a couple registrations who haven't fully paid
 - Jerry has several foursomes donated to courses around the area for the raffle
- LCPS Portal Payment updates (email shared with ideas on 5/31)
- 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)
- Sponsorship Signs
 - How to add a QR code on the sign?

Reports of Officers:

Treasurer

- 2024 status? Tom/Erica still working on this - meeting on May 29th
- 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
 - Tom to send check to Benson for \$280
 - Total \$305 - Merchant fee was \$3.85 (we will eat this fee)

President

- 2025-2025 Planning Meeting and Appreciation Cookout
 - [Availability tracker](#)
- Election Nominees - vote passed
 - Bryan Muntzer - President
 - Dan Martin - Vice President
 - Erica Kordes - Treasurer
 - Samantha Peele - Secretary
- Boosters apparel order (new board, new committee members) - request via Bryan
- Advertising on TheBurn for Events (Bryan)

Vice President

- Purchased three metal picnic tables for BBSB concessions area to match tables in stadium and replace the old wooden tables
- \$51.7K investments BWABC has made as of 6/10 during the 2024-2025 school year.
- ~\$1,594 remaining in the approved Baseball/Softball funds
 - Hitting nets for \$1,300 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.
 - CC: 2 therapy tools were top items, purchased by BWABC
 - 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

-

Reports of standing committees:

Sponsorship (Bryan Muntzer)

- **Current Sponsors = 25**
- **Renewal Progress**
 - All Renewal emails were sent the week of 6/3
 - 8 commits for next year
 - 5 Responded and working on next steps
 - **Lost:** Aubin Dunbar Wealth Management
 - ~50% response rate on first round of outreach
- **New Logo Targets**
 - **New Pending Sponsor:** Elite Wellness (in negotiation on level)
 - Ortho Virginia (*Bryan contacted Dr. Bernard on 6/5*)
 - ADM Tree Services
 - Biryani Grill

- McLean Bible Church
 - Loudoun Economic Development
 - KFA Private Wealth Group
 - 10+ Businesses will be reaching out to week of 6/9
 - **Geoff to share the Loudoun County Homeowner Referral Guidebook with Bryan - has tons of potential sponsors**
- **2025-26 Goals:**
 - Target Logo Growth for '25-26 school year = ~40% (10 new logos)
 - Target Revenue Growth rate = ~30%

Membership (Daryl Schauss)

- 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)

- Updated Pepsi Order form in Concessions 2024-2025 shared folder
- 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 Griffin (filling for Bo)
 - Maybe Amanda Hoban helping Kim

Newsletter (Jessica Dzara) - Jessica has kid conflict tonight

- 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

- Scholarships presented this morning
 - Addison Wivagg
 - Colin Capistrant
 - Rachel Zerega
 - Olivia Yoder
 - Camille Golinvaux
- Instructions for distribution:
 - For each of the recipients, please email the following to president@bwboosters.org:
 - School Name
 - School address and contact to where the money needs to go
 - Your student id number (for the university)

- Once that is provided our treasurer will write and send out the checks.
The scholarship funds must go to the school directly.
- Any additional [feedback](#) for next year?

Events

- Need an idea for a fall event to kick off the year

- [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 - Infinity Physical Therapy) - 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

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

JULY Reminders

- Setup Booster Board Planning Meeting for the next school year in late July/early August
- Renew Benevity Membership (due in September)
- Meet with Mike Benson to plan projects for upcoming year
- Post schedule for Fall Sports Tryouts (usually First Monday in August)
- Post schedule for Fall Sports Parents Night and Fall Sports Coaches Meeting
- Confirm Brusters Ice Cream for Football home games
- Confirm Robek's for Volleyball
- Set budget for the year
 - Target sponsorship goals
 - Target event profit
 - Identify projects
- Conduct Financial Audit (need 2 outside people to participate)
- Confirm/Renew concessions contracts for
 - Drinks (Pepsi or Coke)
 - Pizza (Manhattan)
 - Chick-Fil A
 - Chin-Chin

Unfinished Business:

-

New Business:

-

Adjourn

This is the FINAL meeting for the 2024-2025 school year. Next meeting to be scheduled by new board.

June 4th Virtual Board Meeting Agenda

- Golf Tournament
 - Geoff signed the catering contract 2/25/25 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 amp up the Social Media posts
 - Instagram - Cara/Jennifer
- Board Transitions
 - ~~— Geoff/Bryan meeting week of May 19th~~
 - Tom/Erica meeting week of June 9th
 - Tom/Erica/Bryan/Geoff - need to schedule the Bank Account transitions (June)
 - Targeting Friday, June 13th - need Tom to confirm
 - Chris/Dan - connecting on Projects and VP role week of June 9th
- Briar Woods Sports Physical Night - Wednesday, June 11th, 5:30PM
 - Need to put up our table and banner
- College Athlete Recognition Night moved to June 9th, 6PM in the Library
 - Boys Soccer and Baseball have their banquets this night
- Senior Awards on June 10th - certificates and speech are ready
- Need to schedule concessions clean up
 - Gauri Kayande offered to help us
 - Need to get a date from Pam/Greg/Bo
- Schedule Summer Planning Meeting and Boosters Volunteer Cookout
 - Possible weekend:
 - Sunday July 13th
- Gmail Contacts Clear Cache Issue
 - When the wrong name shows up in your email for our board/committee positions
 - https://www.youtube.com/watch?v=_qnh1B8hla8
 - Delete the Cookies for the Google Mail and Contacts website only
 - Suggestion on email names moving forward
 - Boosters President
 - Boosters Vice-President
 - Boosters Treasurer
 - Boosters Secretary
 - Sponsorship Chair
 - Membership Chair
 - etc
- Needy Athlete basketball camp funding payment - done