

Briar Woods Athletic Boosters Club January All Member Meeting

Tuesday, February 18th, 2025 @ 7 pm

Location: Briar Woods HS Library

Feb 6th Virtual Board Meeting Agenda

- CASINO NIGHT!!!
 - 36 tickets sold
 - Getting more silent auction items
 - **Signs for our six sponsors - like mulch signs - on display in the room - need logos for our sponsors (Foam core / honeycomb) - Contact Brent Miller (Chris will talk to Sara and Brent and see if we have time - include mulch too)**
 - Sell more tickets
 - Communication Plan
 - ☐ **Repeat all of emails sent out so far (Team Moms (Spring ask to add to all communications) - Samantha**
 - ☒ ~~Have Benson send to coaches (Geoff)~~
 - ☐ **Parents of ERMS (Principal Phillips) (Samantha)**
 - ☐ **Football (Bryan) / Basketball (Greg & Valerie & Elaine - Samantha)**
Future Falcons
 - ☐ Social Media (FB, Insta, X)
 - ☐ **Briar Woods High School Instagram - Post from Athletic Boosters Instagram (Samantha)**
 - ☐ **Broadlands Mom FB (Erica)**
 - ☐ **Get Friend Groups to go - it will be a fun night! - EVERYONE!!**
 - ☐ **3 more of our Mailchimp (Do as President) - Tuesday - Thursdays; Sunday Nights (?) Schedule to go out Tuesday (2/11,2/18), Thursday (2/13,2/19)**
 - ☐ **Social Media (M,W,F) - Samantha to coordinate**
 - ☒ ~~Contact Falcon level members regarding complimentary tickets and suggest bring a friend - Samantha~~
- Need to complete the Silent Auction Spreadsheet - Link in our advertisements
 - ☒ ~~Need people to bid on the Silent Auction items - Geoff will finish posted googlesheet~~
 - ☐ Need Square Terminal for payment (added to checklist)
 - ☒ ~~Need logos for 4 of 5 sponsors~~
 - ☒ ~~Garing Hands (Geoff pinging Dawn)~~

- ☒ ~~Filling Co (Geoff pinged Heather)~~
- ☒ ~~Gridiron IT (Danelle contacted)~~
- ☒ ~~Network Building + Consulting~~
- ☒ ~~Nova Orthodontics~~
- Baseball/Softball Project
 - Met with Coach Morris and Dobson
 - Gave \$15K threshold for budget - Will send an email for email approval
- Spring Coaches Meeting debrief
 - Concessions need to be staffed
 - Drive the coaches and parents of spring and winter sports to casino night
 -
- 2nd Boosters Leadership Interest Meeting
 - March 13
 - Advertise Spring Parents Meeting
- Spring Sports Parents Meeting is Tuesday, March 4th
- Spring Sports Program Shoutouts/Ads will be due March 21st
 - Target Date for distribution? April 4th, 2025?
 - <https://www.bwboosters.org/sports-programs> updated with active order forms

Feb 18th AGENDA

Call to Order 7:10pm

Attendees

Geoff Roser, President
 Mike Benson, AD
 Chris Capistrant, Vice President
 Samantha Peele, Secretary
 Danelle Prezioso, Casino Committee
 Daryll Schauss, Membership
 Bo Choe, Concessions
 Greg Bohmer, Concessions
 Pam Bohmer, Concessions
 Valerie Souchack, Sports Programs
 Steve Murphy
 Dan Martin
 Sara Capistrant
 Bryan Muntzer
 Elaine Keltz

Jennifer Rodriguez

NEW BUSINESS: Elaine Keltz to presented Future Falcon Program idea to Boosters

Future Falcon Night -

- Elaine Keltz presented the results of the basketball future falcon night. It was very successful.
- Gave away 70 tickets boys + 50 tickets girls, Boosters paid for Pizza and a drink
- Parents bought tickets and concessions.
- Cheers made future falcon shirts and threw them into the crowd. We should continue this. We should do this for all of the sports.
- Per Benson, These are coach led. Each sport does one of these.
- We had ERMS Principal helped out and we used our Social Media channels.
- We could say that you have support of the boosters. Team Parents took charge of this.
- We could have a Future Falcon committee. (See Summary for minutes.)
- For Spring - April / Early May. Stay away from Senior Night. Varsity level. Stay away from Senior Night. Open it to ERMS or any youth and elementary schools that feed into Briar. Do something at half-time or a break.
- ACTION ITEM: Add this into the Parent Meeting on March 4. Try to facilitate the spring sports. Benson will look at the schedule and look at dates.

Action Item List

Benson

- Painting - waiting on weather.
- Waiting on water towers.
- Microphone cord for baseball.

Geoff

- Rebuild membership forms for next year so only falcon level options show up if you choose falcon level.

Athletic Department Updates/Requests - Mike Benson/Brent Miller

- Got the quote back from Game Day for Baseball/Softball field repair/upgrades
- Looking for matching check from yourcause.com (McKesson) for Eckhaus donation
- Have some bills that need to be paid. \$85K.
- Met with Allegra for baseball/softball windscreens. Tennis was replaced two years ago. Waiting until 2026 to replace Tennis. We try to hold on for three years. We take things

off over the winter. A few of the new signs are on the ground due to high winds. Need to put it back up.

- New scorers table in stadium - \$8000. Does not rust - has our colors. Each sport gets two plaques/sport = \$1900. State was \$3500. Entry fees for wrestling and indoor track ~ \$2500/sport. New football helmets - buy 12/year. Each 12 shoulder pads / 12 helmets is ~\$20,000.
- Waiting on Parks & Rec for an estimate. Won't be done yet. We've approved \$15K for baseball/softball.
- Basketball Districts at Pot Falls
- Swim(Sunday)/Wrestling(Saturday) states 1 day events.

Reports of Officers:

Treasurer - Absent

President

- CASINO NIGHT - GRAB THE SQUARE TERMINALS FROM CONCESSIONS TONIGHT!!!
- 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/>
- Boosters Interest Meeting - [candidate list](#)
 - First meeting on Jan 23rd
 - Second meeting to follow Spring Sports Parents meeting on March 4th
 - How about Thursday, March 13th? (Spring Break is April 14-18)
 - ERMS Sports Parents Night, 3/26 - Future Falcon athlete. Main Gym. Go to the coaches. Boosters were represented. Will try to have all of the coaches of all seasons. 7-8:30pm.
- Loudoun Budget Surplus ([article](#))
 - Going to wait until LCPS Budget released in April

Vice President

- Sideline heaters for stadium - need to work with county
 - Used in late Fall and early Spring
- 2025 Mulch Sale
 - Saturday 3/22 - delivery date
 - Drop off on Friday, 3/21
 - Form is active and taking real payments
 - ACTION ITEM - need to start marketing after Casino Night.
- Good meeting Wednesday with the Baseball coach. No further developments since the few possible fall projects were discussed
 - Mike met with Gameday about all projects and will get a price. No issue getting done by spring.
- Any developments from Softball coach regarding the pitching warm-up area (As of Oct 9) No word from the softball coach. May be working on a dual area

for BB/SB for pitching since the hitting area was way too expensive. That would have to go through PIRT.

- Need Allegra to rebrand the Softball/Baseball doors (similar to Stadium)
- Windscreens for Tennis ?
- Looking for a storage trailer for the stadium. Put items in portable storage (doesn't require approval). Boosters only need to register and put a license plate on it. ACTION ITEM: Send email for approval by email vote.
- Press boxes are approved for Baseball/softball. We can't provide input.

Secretary

- Broadlands newsletter - no QR code for casino night in last edition - QR Code. Judi needs to send by Thursday. Samantha Follow up with Judi.
- Finalize the Scholarship Guidelines by March 17, 2025.

Reports of standing committees:

Sponsorship (Marty Young)

Current #

Growth %

- Need to start driving Casino Night Sponsors
- Marty drafted an "In-Kind Services" agreement
 - [Draft with UPS](#)

Membership (Daryl Schauss and Billy Keltz)

Current #

Growth %

- Another membership volunteer - Robin Mattingly
- Membership communication google group
 - bwboostersmembers@bwboosters.org
- revisit membership tiers and benefits
 - 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)

- Discuss situation Bryan witnessed with students paying cash and volunteers in concessions using own credit cards and taking the cash
- Future Falcon night helped boost sales.
- Complete with indoor events.

- Clean baseball/softball concessions - match up with Field Day. Dependent on the weather.
- Bring down indoor concessions. Help move water. Open stadium. Do another day. Clean up the back room. Do this on March 8, 2025. 9am. Need to go to the landfill.
- ACTION ITEM: Signups? Distribute options and recommendations.
- Cashless concessions - people taking money and charging it on their credit card.
- Do we make an announcement for this? Staying cashless for Spring. Recommend to stay cashless for Fall/Football.

Newsletter (Jessica Dzara)

- ACTION ITEM: Last week of the month. After Casino Night. Include Sports Programs.

Team Parent/Liaison (Dawn Schaal)

- ACTION ITEM: Get a parent list after teams are announced.

Sports Programs (Valerie, Greg & Ryan Souchack)

- DRAFT Watermark on copies of Fall Program (Karyn Roed)
 - Need to reprint clean copy
- When we sell advertising, need to make sure we are in sync with sponsorship team so this can be tracked by them
- Need more communication for spring sports - is it in the newsletter?
- Picture day is March 4. Rosters will be completed March 3.
- Printing deadline was?? April 4, availability. Shoutouts due March 21.
- 13/14 left for winter. Get Lucia, get incentive back. Ryan said that DECA members could sell. Since this is his DECA project.
- 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

- 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](#) - Danelle Prezioso is off and running with a team of 13 volunteers!
 - Date: Saturday, Feb 22nd, 7-11PM at Belmont Country Club
 - BCC invoice paid
 - Casino company deposit paid
 - Planning Meeting on Monday, December 16th at Geoff Roser's house
 - Casino Night Volunteer - Anatoly Levkov?
 - Danelle looking into Event cancellation insurance - we were not able to get this
 - Creating Registration Packets
 - Have silent auction items / signs
 - Catering is selected. Need to figure out what else to buy since our numbers are low. Maybe go open bar.
 - Borrowing tables
 - Room diagram
 - Raffle - Yes - Blend Basket; Extra Chips - Yes Funny Money
 - Decorations not done
 - Music done
 - Sponsor slide deck done.
 - Do we need Easels? Does Belmont have them?
 - 5pm they will open up the ballroom to start setting up. Casino company will be there at 5pm.
 - Daryll needs to get Danelle the members who need to be added to the registration. ACTION ITEM.

- ACTION ITEM: Samantha - advertise open bar, raffle, funny money, credit only
- ACTION ITEM: Draft email to send out to attendees. Booster account. Geoff will send out.
- Mulch Sale - Saturday, March 22nd - delivery day
 - Quail Ridge Drop off on Friday, March 21st
 - Need to create QR code for Broadlands Magazine?
- Golf Tournament
 - Planning starts later this Winter

JANUARY Reminders

- Advertise in Broadlands HOA Newsletter - due by 10th of the month for the next month
- Indoor Track Meet concessions needs to be staffed in Stadium
- 5th Newsletter
- Set Spring Booster Club Monthly Member Meeting Schedule

FEBRUARY Reminders

- Advertise in Broadlands HOA Newsletter - due by 10th of the month for the next month
- Execute Casino Night
- Plan playoffs for Winter Sports
- Schedule Spring Sports Tryouts (Last Monday of the Month) FEB 24th
- Schedule Spring Sports Parent's Night and Spring Sports Coaches Meeting MAR 4TH
- 6th Newsletter
- Reach out to guidance counselors and provide Booster Scholarship Application (set due date before senior awards ceremony)
- Confirm Bruster's/Robek's for Spring Sports

Unfinished Business:

-

New Business:

-

Adjourn 8:15pm

The next meeting will be Tuesday, February 18th, 2025 at 7PM in the Briar Woods Library.

Agenda

Call meeting to order -

Attendees:

Action Item List

Athletic Department Updates/Requests - Mike Benson/Brent Miller

- Need Sponsorship payment method reconciliation
 - Column H added to [tracking sheet](#)
- Microphone cord in baseball field is loose
 - Benson to resolve

Reports of Officers:

Treasurer

- Completed Financial Review/Audit on Oct 23rd (Tom Char, Erica Kordes, Susan Winklosky, Geoff Roser)
- SSC filing - need to access online portal or send check
- Casino Night Deposits
 - Belmont CC - no deposit needed (do we pay after the event?)
 - Casino Company - DONE
- Checks delivered
 - Heather Van Dyke - for car stickers
 - Casino Night deposit
 - \$500 passthrough for basketball went to Benson
 - Bermuda Grass invoice paid

President

- Recruiting volunteers for Board/Committees - [candidate list](#)
- Boosters Holiday Appreciation Dinner Party at Roser's - Th 12/5, **Sat 12/7**, Sat 12/14

Vice President

- Request 2025 Mulch Rate Sheet from KC at Quail Ridge
- Good meeting Wednesday with the Baseball coach. No further developments since the few possible fall projects were discussed
 - Mike met with Game Day and discussed the four projects. Waiting on a quote
- No requests to me directly for projects following 10/17 Winter Coaches Meeting
- Status of Allegro getting measurement, quote, etc. for Stadium Filming Railing windscreen

(As of Oct 9) Mike from Allegra is supposed to get something to me about the top.

 - This is done! Tom has the invoice

- Timing of Stadium door frames painting from green to navy
(As of Oct 9) Painting would be done by AD's Office. Have to find time for that.
- Any developments from Softball coach regarding the pitching warm-up area
(As of Oct 9) No word from the softball coach. May be working on a dual area for BB/SB for pitching since the hitting area was way too expensive. That would have to go through PIRT.

Secretary

- ~~Domain registration payment confirmation with Squarespace confirmed~~
- Import Fall Sports Parent emails into mailchimp?

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
 - Need to start driving Casino Night Sponsors
 - Chin Chin bought an ad in Sports Program
 - Marty drafted an "In-Kind Services" agreement
 - [Draft with UPS](#)
- New Sponsors
 - Steakhouse
 - G-Force Gymnastics

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
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- Determine who needs sports programs

Concessions (Greg & Pam Bohmer, Bo Choe)

~~— Concessions volunteer — Dave Anderson —~~ **ACTION ITEM: Start showing Dave the ropes**

- Chin-Chin signed up for an Ad Buy in the Sports Program, but missed the deadline for Fall. Who has the relationship there?
 - Connected with Chin Chin - they are fine with the Winter Sports Program
- Schedule Stadium shut down post football playoffs

Newsletter (Jessica Dzara)

- October Newsletter
- Cashless starting Winter 2024
- Target ~~October 27th~~, November 17th, December 15th

Team Parent/Liaison (Dawn Schaal)

- The Fall parent list is uploaded to the Team Parent/Liaison shared folder

Sports Programs (Valerie, Greg & Ryan Souchack)

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

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- [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
 - Belmont Invoice paid by Tom
 - Danelle looking into Event cancellation insurance
- Mulch Sale - need to look at dates that don't conflict with Casino Night

FEBRUARY Reminders

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- Schedule Spring Sports Parent's Night and Spring Sports Coaches Meeting
- 6th Newsletter
- Reach out to guidance counselors and provide Booster Scholarship Application (set due date before senior awards ceremony)
- Confirm Bruster's/Robek's for Spring Sports

MARCH Reminders

- Advertise in Broadlands HOA Newsletter - due by 10th of the month for the next month
- Spring Sports Coaches Meeting
- Spring Sports Parents Night
- Winter Sports Playoff Concessions
- Execute Mulch Sale
- Open Football and Baseball/Softball Concessions for Spring Sports
- Shut down Indoor Concessions
- 7th Newsletter
- Plan Golf Tournament
- Spring Sports Program go/no go

Unfinished Business:

-

New Business:

-

Adjourn

The next meeting will be Tuesday, March 18th, 2025 at 7PM in the Briar Woods Library.

- **This may conflict with baseball - need to confirm**