

Briar Woods Athletic Boosters

Tuesday, August 22nd @ 7:00 pm

Location: Briar Woods Library

Minutes

Call to order, 7:05pm

Attendees:

Geoff Roser, President
Chris Capistrant, Vice President
Tom Char, Treasurer
Mike Benson, Athletic Director
Greg Bohmer, Concessions
Pam Bohmer, Concessions
Bo Choe, Concessions
Jenny Crabb, Newsletter
Sherri Carmical, Membership
Step Nowfel, Sponsorship
Ramzi Nowfel, Sponsorship
Dawn Schaal, Team Parent Liaison
Jeff Schaal, Team Parent Liaison
Melanie Ludwig, Baseball Team Mom
Valerie Souchack
Chris Yoder
Steve McCarthy

Reading of Minutes/Approval

- Approved 7/30/2023 minutes

AD Update

- Mike Benson provided high level information on his recent purchases (\$26K) for cross country invites, athletics website, golf balls & bags (purchased every 4 years), a used John Deer for raking the infield for softball and baseball, new tarps for baseball cutouts.
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- Mike will be meeting with Owen to look at stadium banners that were destroyed during the summer storms. Briar receives \$85K from the County. Softball/baseball is in need for a new mower. A new mower costs \$40K but they will try to fix the old tractor for \$800. **TAKEAWAY: Mike will check with Chris and determine if the boosters need to help with the replacement/maintenance.**

Reports from Officers

Treasurer's Report - Tom Char

- Tom will be meeting with outgoing treasurer (Susan) and get details on how to produce financial reports using MoneyMinder. **TAKEAWAY: Tom set up a meeting with Susan.**
- The Boosters need to complete a financial audit and we are targeting late September to be completed this fall. **TAKEAWAY: Geoff will schedule this on the master calendar.**
- We need to set up a new Paypal account that is tied to the new Boosters Domain. We need to create our own custom handle and open a new account. **TAKEAWAY: Tom will set up the new account and work with Geoff and Samantha on connecting to existing membership and sponsorship forms.**

President's Report - Geoff Roser

- We have established a master calendar on the first day of the month, which captures monthly to dos for the Boosters' Cycle
- Gridiron is doing the fall fundraiser, the Mattress Sale on 8/27/2023.
- First Newsletter will go out this week followed by the second in September. **TAKEAWAY: Geoff and Samantha to help get Jenny content. Jenny to finalize the newsletter.**
- We still need a Casino Night volunteer or we won't have the event. **TAKEAWAY: Board needs to find a volunteer.**
- We also need a volunteer to help with the Golf Tournament: **TAKEAWAY: Board needs to find a volunteer.**
- The Boosters are starting the Concession Volunteer Credit Program. For each session worked, the volunteer designates the sport in which to assign their concession credit. At the end of the season 50% of the concession profit will be allocated to the volunteers' designated teams and the boosters will publish metrics and final amounts in the last newsletter of the season. **TAKEAWAYS: Geoff needs to create the QR flyers for indoor concessions. Geoff needs to send an email, explaining the program, to the coaches and team liaisons and publish the signup list document.**
- Reviewed Mailchimp Metrics on communications.

Vice President's Report - Chris Capistrant

- The boosters are supporting many Athletic Department projects. Chris is compiling a spreadsheet with this information. It's important to communicate what we're financing to parents to help tell our story and promote membership/sponsorship. Teams can request items, and we can augment those wish lists. **TAKEAWAY: Chris will work with Geoff and Samantha on making this information available.**

Committee Reports

Sponsorship Report - Steph & Ramzi Nowfel

- Sean Mitchell only wants to donate \$5K which will downgrade his sponsorship status from exclusive sponsor. **TAKEAWAYS: The Boosters need to look for a new exclusive sponsor.**
- We have new banners for Rumble, UVA and All American SteakHouse. **TAKEAWAY: Steph needs to review banners with Mike to make sure the colors are right**
- Manhattan Pizza wants a banner. Boosters concluded that even though they are our pizza provider for concessions, they must become a sponsor to get a banner. As a compromise, we can make it clear at the concession stand that the pizza is provided by Manhattan Pizza. **TAKEAWAYS: Geoff will work with Steph on how to respond to Manhattan Pizza. Geoff will work with Concessions on how to make it clear that pizza is provided by Manhattan Pizza.**
- Sponsorship needs to make one more communication to Flooring and Dr. Berg for renewals. **TAKEAWAY: Steph will contact them and make sure they have the link to the current sponsorship form.**
- We need to solicit renewals from old sponsors, the current spreadsheet is confusing, yet we need to determine how long their sponsorship is eligible. **TAKEAWAY: Samantha will help with Steph the spreadsheet and determine sponsorship eligibility for current/past sponsors.**

Membership Report - Sherri Carmical

- We have 32 members; 4 falcon; 13 orange; 15 blue
- Sherri will send a thank you postcard to the members, which will not only thank them, but also tell them what they receive and we will reach out to them and ask if companies have matching.
- The boosters would like for us to work on renewing to prior year members. **TAKEAWAY: Sherri will get a list of prior year members. She can reach out to Samantha if she needs help.**
- Sherri is working with Lucia to get contacts for families that have turned physicals for this year. When a student makes a team and their families are not part of the boosters, membership will send them congratulations that they made the team and ask them to join the boosters.
- When discussing membership levels, Jenny informed us that the stadium seats are owned by the Briar Woods Marketing department. (Thank you Jenny!) **TAKEAWAY: Boosters need to pay Ms. VanDyke \$30/seat for any stadium seats awarded. Samantha will work with Ms. VanDyke and Sherri on payment and distribution.**

Concessions Report - Greg & Pam Bohman, Bo Choe

- The committee along with the Board helped make instructional videos and they are posted on a Boosters YouTube Channel. There are a few that need to be redone due to changes in concessions. **TAKEAWAY: The Board and Concessions committees need to redo a few videos as we are running concessions with the updated scripts.**
- Need to consider Kona Ice as a future partner. Serves multiple schools.
- Committee motioned that we buy two new microwaves at 1250 watts as we need to replace the outdoor concessions microwave and we need another indoor microwave. Purchase was seconded by Chris and board approved. **TAKEAWAY: Bo will purchase the microwaves and send receipts to Tom. UPDATE: It was later discovered that we did not need a new microwave at indoors concessions, but needed a toaster. The change was motioned and approved via Board Email. Bo will now purchase one microwave and one toaster and send receipts to Tom.**
- Selling Fried Rice at varsity football games was discussed. It sells out and makes money. **TAKEAWAY: Concessions committee will discuss internally whether or not they want to sell fried rice at varsity football games.**
- AYFL - use our food and cashbox to sell our concessions on Saturdays. The Boosters would like to have a separate cash box for them, so we don't leave Friday night football profit for them on Saturday mornings. **TAKEAWAY: Mike Benson will provide a separate cashbox for AYFL.**
- Manhattan pizza will be providing a warmer to outdoor concessions so they can eliminate a second delivery at halftime. **TAKEAWAY: Concessions will meet with Mike Benson on the layout and where it can fit.**
- Do we need a smaller warmer for indoor concessions? **TAKEAWAY: Concessions will determine if a smaller warmer is needed for indoor concessions.**
- Jenny stated that the popcorn machine is used for varsity football games, that microwave popcorn will be hard to keep up with demand. **TAKEAWAY: Concessions and Geoff will work on making a video for the popcorn machine and we are set up to use it for the 8/31 Varsity football game.**

Newsletter - Jenny Crabb

- Geoff has created a checklist. **TAKEAWAY: Geoff and Samantha will meet with Jenny to get her content and distribute.**

Team Parent Liaison - Dawn & Jeff Schall

- We are getting updates to the directory.
- We have at least one contact from each sport.
- We will keep updating as we get changes.

Sports Programs - (Open)

- **TAKEAWAY: Board needs to find a volunteer for Sports Programs.**

Social Media / Community Outreach - Jennifer Phillips (not present)

- Samantha is working on a transition and will meet with Jennifer Phillips.
- In the interim, we have set up a Twitter account and have followed Briar Woods Athletics and all of the Briar sports teams that are followed by Briar Woods Athletics.
- Samantha has been reposting posts of these accounts as well as posting on Facebook.
- ***TAKEAWAY: Samantha will meet with Jennifer on Saturday 8/26 and work on a transition as well as setting up an Instagram account.***

Unfinished Business

Harlem Wizards - Board decided we will not host the Harlem Wizards this year. It is a lot of work visiting elementary schools and requires many volunteers. Since we are still restaffing positions post-covid, we will revisit as a possible fundraiser for next year.

Fundraising Committee - Board will table this item for September meeting as the meeting was running late. Discussed the Mattress Sale for Football on 8/27 @ Briar Woods. Steve McCarthy is running and will provide 35 floor models and staff. We will set up in the Gym.

TAKEAWAY: Mike Benson needs to make sure the school is open and that the center bar is removed from all doors in order to bring in the merchandise.

Football Tailgates - Board discussed. Gridiron will be hosting two tailgates. One home game is homecoming. Geoff motioned for hosting three tailgates with a budget of \$150/game for a total of \$450. Chris seconded. All in favor, none opposed.

Next meeting 9/18

Meeting Adjourned 8:42pm

Action Items

Mike Benson

- **TAKEAWAY: Mike will check with Chris and determine if the boosters need to help with the replacement/maintenance of the softball/baseball mower.**
- **Mike Benson will provide a separate cashbox for AYFL.**
- **Mike Benson needs to make sure the school is open on Sunday for the Mattress Sale and that the center bar is removed from all doors in order to bring in the merchandise.**

Tom Char

- **Set up a meeting with Susan on MoneyMinder Reports.**
- **Set up the new PayPal account and work with Geoff and Samantha on connecting to existing membership and sponsorship forms.**

Geoff Roser

- **Geoff will add the Financial Audit schedule (Start Sept end in Fall) to the master calendar.**
- **Geoff and Samantha to help get Jenny content for Newsletter.**
- **Geoff needs to create the Concession Credit QR flyers for indoor concessions. Geoff needs to send an email, explaining the program, to the coaches and team liaisons and publish the signup list document.**
- **Geoff will work with Steph on how to respond to Manhattan Pizza. Geoff will work with Concessions on how to make it clear that pizza is provided by Manhattan Pizza.**
- **Concessions and Geoff will work on making a video for the popcorn machine and we are set up to use it for the 8/31 Varsity football game.**
- **Geoff and the Concessions committee need to redo a few videos as we are running concessions with the updated scripts.**
- **Geoff and Samantha will meet with Jenny to get her content for the August Newsletter and distribute.**
- **The Board needs to find a volunteer for Casino Night.**
- **The Board needs to find a volunteer to help with the Golf Tournament.**
- **The Board needs to find a volunteer for Sports Programs.**
- **The Board needs to document that we should consider Kona Ice as a future partner.**
- **The Boosters need a new exclusive sponsor.**

Samantha Peele

- **Geoff and Samantha to help get Jenny content for Newsletter.**
- **Samantha will help with Steph the past sponsor spreadsheet and determine sponsorship eligibility for current/past sponsors.**
- **Boosters need to pay Ms. VanDyke \$30/seat for any stadium seats awarded. Samantha will work with Ms. VanDyke and Sherri on payment and distribution.**
- **Geoff and Samantha will meet with Jenny to get her content for the August Newsletter and distribute.**
- **Samantha will meet with Jennifer on Saturday 8/26 and work on a transition for Social Media as well as setting up an Instagram account.**

Jenny Crabb

- **Jenny to finalize the August newsletter.**

Chris Capistrant

- **Chris will work with Geoff and Samantha on making the Athletic Department Booster Financial Support information available.**

Steph Nowel

- **Steph needs to review banners for Rumber, UVA and All American Steakhouse with Mike to make sure the colors are right**
- **Steph will contact Flooring and Dr. Berg one more time for sponsorship and make sure they have the link to the current sponsorship form.**

Sherri Carmical

- **Sherri will get a list of prior year members to solicit renewals. She can reach out to Samantha if she needs help.**

Greg & Pam Bohmer; Bo Choe

- **The Board and Concessions committee need to redo a few videos as we are running concessions with the updated scripts.**
- **Bo will purchase one microwave and one toaster and send receipts to Tom.**
- **Concessions committee will discuss internally whether or not they want to sell fried rice at varsity football games.**
- **Concessions will meet with Mike Benson on the layout and where we can fit the pizza warmer.**
- **Concessions will determine if a smaller pizza warmer is needed for indoor concessions.**
- **Concessions and Geoff will work on making a video for the popcorn machine and we are set up to use it for the 8/31 Varsity football game.**

Agenda

Call meeting to order

Reading of Minutes/Approval

Athletic Department Updates/Requests - Mike Benson

Reports from Officers:

Treasurer

- Need to schedule an audit of our books - No audit done last year, but Susan says she can share how to do it from work she did with her elementary school PTO
- Also found this:
<https://parentbooster.org/resources/guide-conducting-internal-financial-review>
- Need to revisit our Paypal account profile/handle name (@shoutout2018) - maybe create a new account?
- AYFL check was given to Benson - need to deposit

President

- Monthly Master Calendar Items
- Concessions Volunteer Credit Program
- Mailchimp Metrics - Aug. 14-Aug. 20
 - Audience: change -4%, unsub/bounce 6, total aud 824
 - Engagement: 1656 delivered, 1118 opens, 37 clicks

Vice President

- Facilities Project Tracker

Reports of standing committees:

Sponsorship

Current #
Growth %

Membership

Current #
Growth %

Concessions

- Video Series status
- Need to consider Kona Ice as a partner for future seasons (need to get on their calendar early)
- AYFL Saturday concessions starting Aug 26th
- Need to vote on buying a new microwave 1250watt for stadium concessions
- Do we want to include Fried Rice for home football games?
 - Need a separate sign for Fried Rice and Chick-fil-A
- Manhattan Logo - are they a sponsor? Do we want to advertise they are our pizza vendor on concessions (make flyers?)

Newsletter

- Template
- Content for August

Team Parent/Liaison

- Fall Sports Coaches directory - thank you!

Sports Programs (Open)

Social Media/Community Outreach

- Programs Promoted

Events

- Mulch Sale
- Casino Night (Open)
- Golf Tournament

Unfinished Business

New Business:

Harlem Wizards Fundraiser - moved next touch base call with Vicki Reilly to 9/12/23

How to support BW Gridiron Association for fundraising

Update Bylaws with new Fundraising Chair (Steve McCarthy)

Grace Winter <http://www.hometeamlocker.com/> fundraiser

Football tailgates - boosters to sponsor? Budget?

Adjourn

The next meeting will be held on Monday, Sept 18th at 7PM in the Briar Woods Library