

EHS Boys Basketball Booster Club Meeting Minutes
June 15th, 2020
7:00 pm

The meeting was called to order at 7:00 pm by Booster Club President, Alissa Madden. Newly elected board members were all present; Coach McKenzie was unable to be there. Guest attendees included:

- Mike Bockenstedt
- Cathy Ford
- Erin Gustafson
- Jenn O'Rourke
- Rhona and Jason Schmidt
- Lisa West

Alissa welcomed everyone, had the group do a round of introductions, and asked for creativity and engagement in a unique year.

Alissa shared several updates from Coach McKenzie:

- The boys were sent training videos with exercises and drills that they should be doing on their own.
- Eagan Trained will be 8 weeks, Mondays, Tuesdays and Thursdays, outside.
- There will be a JV/V league in August at Concordia College in St. Paul, rather than Cottage Grove. If COVID prevents them from playing, there will be refunds. Lisa reminded the group that the booster club does not pay for this.
- Coach would like to do an end of summer BBQ, but this will have to be evaluated and decided upon down the road. Rhona Schmidt offered their home/yard.
- The 2020-2021 season game schedule is finalized.

Vice President Lisa Kontz previewed the Parent Survey with the group, asked for feedback, and adjusted the survey accordingly. One item of note for later discussions was having more guidance and a uniform look across all teams. It was noted that the booster club fee covers shooting shirts.

Treasurer Scott Hull shared a financial update. Typically expenses run about \$30,000. Currently, we have a \$17,500 balance. If program sponsorships and booster club fees are similar to last year at approximately \$8,000 each, our estimated balance would be \$33,500. We will be starting the season approximately \$15,200 short of previous years however due to COVID:

- \$8,300 - Spring MYAS league
- \$3,500 - Fall 3x3 league
- \$2,000 - Hockey donation
- \$1,400 - Cub bagging

We were scheduled to order new uniforms this year. Scott recommended we delay. We will also need to look at practice uniforms. Maybe the booster club buys these for incoming freshmen only.

Alissa led the group through a brainstorming session for 2020-2021 fundraising. Six different categories of fundraising were explored:

- Sales and Raffles (e.g., Heggies Pizza, Holiday Gas Cards, Papa Murphy's)
- Cash Back Rewards Programs (e.g., Flip Give)
- Automated Donations (e.g., Pledge It, Crumb)
- Full Service Campaign Management (e.g., Fund My Team, Snap Raise)
- Events (e.g., Three Throw-a-Thon)
- Corporate Sponsorships (e.g., Matching programs, Sponsorships)

Pam, Jen and Alissa will get together separately and make a recommendation to the board.

Alissa and Secretary Jess Madigan shared an operations update. The board will begin using Gmail accounts in an attempt to share documents more easily. Alissa is also testing Trello to document assignments and workflows by role.

The meeting concluded with the scheduling of the Executive Board Meeting for August 10th at 7:00 pm.