

# MANSON

## BOOSTER CLUB

Board Meeting

Minutes

August 9, 2024

Lake Chelan Boating Club

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Meeting called to order at 9:13 am

**Attendance:** Fred Miller, Jarred Teague, Hilary Richmond.

Agenda and Minutes were approved.

**Legal:** Our first annual meeting will occur in June 2025 once membership base has been established.

**Financial Report** - Treasurer, Jarred Teague presented our financials. The Booster Club has \$205,675.91 in assets. Jarred is working with our bookkeeper to finetune the organization and presentation of our financials. Examples include; listing total assets for the Football Team, completing accounting for the prom fundraiser, adding a line item for Inventory Assets (hats, blankets, flags, stickers). As a policy, the booster club will not maintain merchandise inventory beyond that of give-aways to its members. The board will track interest in purchasing stadium seats and purchase once we reach an appropriate threshold. We will organize a flash sale for merch once we reach a threshold of members. As a policy, the booster club will provide loans to teams and clubs to purchase inventory and will expect those loans to be repaid in a timely fashion.

**School Representative Report** - President and Secretary, Hilary Richmond stated that our postcard is being included in the Back To School Mailing on August 12th and we will have a booth at the Back to School BBQ on August 27. Going forward we will invite Superintendent Mires to board meetings and send her our agenda. In place of a booster club reader board under the scoreboard, Treasurer, Jarred Teague is looking into pricing for a scorekeepers table. Installation and storage of both PA system and scorekeepers table will be coordinated with the AD.

**Action Items:**

Hilary Richmond - Pres and Sec. Hilary Richmond still needs to meet with PTAC and is awaiting a response from Morgan Thornton on the concessions coupon book. We are also awaiting an updated bid for the PA system from the AD.

## **Committees**

**Banner Program** - Banner Program Managers Tara Kalian and Mike Strecker are reaching out to existing banner holders, Manson Chamber List and other key supporters. We have the following banners on hand; Sign Girl, Reeds, Lush, England Orchards, Mountain View, England Chiro, Lake Chelan Building Supply, Manson Growers, Lake Chelan Helicopters. MBC has purchased 3 banners from Bestofsigns.com; one for the gym, one for the scoreboard and one to verify the quality of the mesh option for high wind locations. This company has a two week turnaround. These signs are significantly less expensive (\$35-\$40/ banner) and we want to test the quality before recommending it to our members. It was agreed that we will not offer a discount for purchasing banners for each location.

**Action Item:** Set a date to hang banners before the start of school.

**Membership** - August marks the start of our membership drive for individual and banner club members. At this time we have 7 members and have generated \$950.

### **Action Item:**

Pres, Hilary Richmond, Treasurer, Jarred Teague and VP, Cappy Petereson will meet to test the website for "ease of process" for purchasing memberships on the mobile and desktop version.

VP, Cappy Petereson will add a button on the membership page directing those interested in the banner club to Tara Kalian and Mike Strecker.

Pres, Hilary Richmond will create an invoice for those who have filled out the form but not purchased through the Stipe button and will send thank you letters with tax deductible information and giveaway items according to purchase level.

Pres, Hilary Richmond will also work on finalizing the "Manson Local" postcard mailing which will be sent to 2,265 Local Residents.

**Merchandise** – We now have stickers, flags, blankets and hats on hand. We would like to order seat cushions with funds from banner club members. Hilary Richmond to follow up with merch manager, Amy Hutchison on a flash sale once we have a specified number of members. We received a recommendation for branded puffy vests which could be purchased through the Flash Sale.

**Marketing/ Social Media** - Social Media Manager, Heather Teague re-launched our facebook and Instagram pages with a drawing incentive to "follow and repost." We will use these channels to drive traffic to our membership page. At the time of this writing we have 73 followers and have been live for 3 days. We are not going to advertise on Cozy at this time but will inquire about free advertising when Cozy broadcasts Manson Games.

Action Item: Ask AD when Cozy is broadcasting our games.

## **Old Business**

Website design - VP Cappy Peterson created a JotForm to capture all members. We will continue to focus on fine tuning the membership sign up experience for mobile and desktop users.

### **New Business and Open Discussion**

Next event: Host booth at Back To School BBQ - August 27, 5:30 pm to 7 pm

(sell hats/ blankets, bring Square reader, computer and postcards for member sign ups).

Booster Club Tailgate - October 17 or 18 (create a team)

Adjournment: 10:40 am

**Next Board Meeting:** September 13th, 9 am at Lake Chelan Boat Club