



President: Mark Bryant

Vice President: Kristin Radtke

Treasurer: Kris Bakke

Communications: Krista Nielsen

Secretary: Dana Frederick

Blaine High School Boys Basketball Booster Club

August 16th, 2023 6:30 p.m.

Monthly Meeting – BHS Room SW175

In attendance: Mark Bryant Kris Bakke Lance Pettis Krista Nielsen
Kristen Radtke Dana Frederick

AGENDA

I. Review/Approve July meeting minutes:

- Motion to Approve - Kris, Kristen

II. Treasurer's Report – Kris Bakke

- Financial Report
 - Annual IRS filing complete for FY 2022 (ending Apr 2023) 990-N
 - Additional paperwork is required for this year's tax filing in April as it will be our third consecutive year that we have had fundraising activities exceed \$50k
 - Kris has been capturing this additional level of detail needed for new paperwork (itemized income and expenses)
 - FY 2023 likely moving to form 990-EZ due to gross receipts
- 2023-24 Budget draft review
 - Program income (sponsorship from local businesses) - last year brought in \$12,800; budgeted \$12k this year
 - Print fewer game programs this year (last year only used 1 box) - budgeted \$1400 vs \$1642 of cost last year
 - Spirit income (t shirt sales and contribution from Rebyl) was higher last year due to selling shirts for Avian and donating to him - need to sell 350 shirts this year
 - Can we use Blast "team store" to sell extra travel gear?
 - **Action:** Krista will ask Jen about the online spirit wear store (last year used Rebyl).
 - Last year sponsorship and concessions exceeded expectations - need to start reaching out to sponsors
 - Need to push car wash card sales (sold around 300 last year, can we sell 400 this year?) - need to sell 10 cards/player. **Decision:** Incentive sales: Sell 10 cards and player gear is covered. Give a deadline for when cards need to be sold. **Action:** Adjust budget to reflect this decision.
 - Blast income not included in budget - preference is to not budget - whatever we get is good and learning for future years
 - We will need to provide Blast with our goal for this year at some point
 - Cub Foods - only did one weekend last year. **Action:** Krista will ask Liz to schedule two weekends now
 - We already have the \$2000 worth of spirit wear
 - Left off website costs due to switching from SportsEngine to Blast.
 - Budgeted more for event nights to amplify the events from last year.

- JV/Varsity will play in the Federated Classic (Owatonna). Will play Duluth there so will not need to travel to Duluth. Will change the Duluth trip line item to Owatonna. Will return to St Cloud/St John's in 2024-25.
- No parent contributions budgeted for travel gear.
- Need to add \$2250 for alternate uniforms.
- Need to add \$2000 for coaches gear. (\$250/coach)
- Hudl is paid for by the athletic director so not in budget this year.
- Final draft due at next meeting (Sept 6)

III. Head Coach Update – Coach Pettis

- Dates for event nights:
 - Dec 19 - Youth Night **Action:** Coach Pettis will confirm that in house will have teams by then
 - Jan 8 - Staff/Fan Appreciation
 - Jan 13/14 - Youth Tournament
 - Feb 1 - Parent Night
 - Feb 27 - Senior Night
 - Coach will fill in the rest of the home games with youth teams

III. Blast / Communication Update – Krista Nielsen

- Registered members - people who registered last year were carried over to the new site.
- Site has to be rebuilt each year (calendar, store, etc.) - we can tell Blast what we want to carry over
- What areas are critical and how are we feeling about those areas?
 - Meeting minutes
 - Coaches' Bios
 - Calendar, including Booster Club meetings
 - Parent Handbook
 - Link to NW Suburban Conference
 - Booster contact information
 - Booster Club Bylaws

IV. Open Discussion Items – Kristen Radtke

- Ad selling strategy. Digital vs. program.
 - There is information about last year's ad sales on Google Drive, including sponsorship letters.
 - Digital ads should be incorporated into the sponsorship levels.
 - We have 15 digital ads to sell.
 - Start ad sales in October
 - Need to decide how digital ads will be sold/cost. Josh suggested digital ads be sold for \$400. Booster club feels it should be less than that.
- Individual Player Fundraising strategy - car wash cards vs. travel gear
 - See decision above
- Extra gear sales strategy - where/how to sell, pricing - will discuss next meeting
- Next meeting - determine location for October meeting (can't meet at BHS)
- Major Event Schedule for 2023-2024 season:

<i>Date</i>	<i>Event</i>	<i>Leader</i>	<i>Status</i>
November	Student photographer named		

December 19	Youth Night		
January 8	Fan/Staff Appreciation Game		
January 13/14	Youth Tournament		
February 1	Parent Night		
February 27	Senior Night		
	Feed My Starving Children		To be scheduled
	Cub Foods bagging (2 dates)		To be scheduled
March	Banquet		Date and location TBD (discussed Thursday after state tournament at a Blaine venue)

V. Next meeting, Wednesday, September 6th in Room 175.

VI. Motion for adjournment

- Motion to Approve - Kristen, Dana