



Executive Meeting Agenda

Sept 18, 2023 4:30 PM

LMSHS Cafetorium

"To promote, aid, encourage, and enhance the development of all Lyons Middle/Senior High School students through the support of classroom and extracurricular activities including: academics, arts, athletics, social development and leadership."

➤ Call to Order: 4:33pm

➤ Officer Reports:

- President Report (Audra):
 - Nomination for Lead/CO-Secretary: Meredith Muth was nominated. She shared her background and qualifications for the role.
- Secretary's Report (Allison/vacant):
 - Motioned for approval by Katherine, seconded by Allison L., and all were in favor.
- Bingo Report (Judy):
 - We are working on getting our 2nd Quarter Report resubmitted due to needing more information.
 - Judy got in touch with Bill at Rocky Mountain Bingo. We should be refunded soon for our remaining supplies.
 - We have been running 50/50 raffles at games. We have made \$802 so far with 3 raffles.
 - In order to run a raffle, there would need to be a "manager" present (someone who is trained in raffle proceedings). Bingo Managers are currently certified, and you are certified for 5 years. With our 7-8 Bingo Managers, we should haven't to worry about this soon.
 - If we wanted to raffle away a large item, this is covered under our license.
 - Filing our earnings report currently costs about \$700-800. Judy mentioned that this is a sliding scale based on proceeds, so it should come down significantly due to no earned money from Bingo in the future.
 - Judy recommended that we revisit this before renewing our license next year. We have to pay the accountant to file this every quarter.
 - Motioned for approval by Cheryl, seconded by Katherine, and all were in favor.
- Treasurer's Report (Katherine): "Money Stuff"
 - Katherine reminded the group that this is the first report generated with a budget in mind. The report is not as granular as, for example, the Elementary PTO's detailed lined items. However, with more history, Katherine hopes that it will get more granular.
 - There was a \$4000 unexpected expense for banners and wraps that are hung around the school. This was approved last year, but it was not entered due to the transition to online books.
 - We brought in a net of -\$729.69.
 - Motioned for approval by Jason, seconded by Allison L., and all were in favor.

➤ Allocations:

- Uniforms: Vasquez for \$5000 for Cheer
 - Cheer currently has 24 athletes. They are asking for up to \$5000 to cover uniform tops and skirts. The total cost is \$6432, and Cheer will pay for the remainder.

- Cheer is present at every single sporting event.
- Allison Z. proposed that the group should decide how much the uniform rotation should be increased before approving this allocation. This has been discussed at several prior meetings.
 - There are two sports asking for uniforms this year on the rotation, basketball and cheer.
 - In a previous meeting, we approved approximately \$4,275 for basketball.
 - It was suggested that Colleen ask each sport in the spring (at the proposed yearly meeting with each activity) about the average cost of uniforms each year. This number could be the one put into the budget.
- Motioned for approval for \$4500, seconded by Jason, and all were in favor.
- Bus Transportation up to Colorado Mountain Camp for 8th Grade: Up to \$2,300
 - We have historically paid for this in the past.
 - Our school district has increased their per-mileage cost.
 - Motioned for approval by Cheryl, seconded by Stacey, and approved by all.
- Chaperones for CSU Mountain Trip: \$1,750
 - The cost for chaperones to attend CSU Mountain Camp has gone up this year. Kevin mentioned that chaperones typically have been paid for from his own fundraising efforts, but that has been difficult this year. It is hard to ask families to take off 3 days of work, pay for their child, and also pay for themselves.
 - Someone mentioned that perhaps we could cover chaperones who are available, but the cost of attending is prohibiting them from signing up.
 - There was much debate regarding paying for chaperones and what precedent that sets for other events moving forward.
 - Other suggestions included:
 - Providing scholarships for need-based students. We would have to look at the by-laws to see if we can support specific students. Scholarships can also be particularly tricky with tax reporting.
 - Providing a general scholarship that helps buy down the cost of the student rate.
 - Paying for Kevin and Pat's substitutes. They typically take personal days to run this field trip.
 - The most well-received suggestion was providing a general support allocation to Kevin for this field trip. He can allocate it to wherever it would be best used.
 - This particular allocation will be denied, but we will encourage Kevin to submit another allocation request with a "general" title. The quorum was in-favor of budgeting a standing line item for the Mountain Camp year by year.
 - Motioned for denial by Katherine, seconded by Allison L., and denied by all.
 - Mr. Frank will follow up with Kevin. Booster Club will then proceed with an email vote.

➤ Committee Updates:

- After Prom (Cheryl):
 - Cheryl submitted for the LCF Grant for \$1000 two weeks ago. In it, she included a report of how last year's funds were used. Awards will be announced in October.
 - Cheryl also reached out to the city. They have no monetary funds for After Prom, but they agreed to donate an item for the raffle.
 - Cheryl will be applying for the Sheriff's Grant in March.
 - Cheryl will let Audra know if she needs a check for a deposit for supplies.
 - All of the items and procedures of After Prom will be approximately the same this year due to last year's success.
 - The bake sale to raise funds for After Prom was a bust.
 - If the BBQ had been outdoors as originally planned, Cheryl thinks this might have been more popular. However, Gluten- and Dairy-Free items were popular.
- Concession (Lynne/Jenny/Kristen):
 - The balance as of August 31, 2023 is \$6,926.01.
 - This has changed drastically as we have had many events. The last two weeks have been busy, but it is slowing down. There was also a big expenditure to stock for that event.

- Breakfast burritos were a huge hit on the Saturday XC met.
- There have been 10 Concessions Events so far this Fall.

○ Communications (Stacey):

Socials:

- Social posting has been going well. The clickthrough rate is huge (16.5%), and Stacey is trying to focus on more engaging content. Now that Back to School Night, the BBQ, and Homecoming are over, she can have a more target approach about the Lyons Pride Pledge.
- The messaging that we are targeting now is “What does Booster do?” content.

	Followers	Reach	Page/Bio Visits
Facebook	330	1571	780
Instagram	133	187	48

Website:

- We're doing an incredible job driving site traffic. In the past six week, we have had 275 unique visitors Stacey's goal is to drive all traffic to our website (i.e. Signup.com links).

Emails:

- Stacey has been working on the weekly Booster updates for the Friday school email. She requested info by Thursday morning if someone wants it in the bulletin.
- [The separate emails that come from Mr. Frank are the most effective with driving traffic.](#)

○ Fundraising (Martijn/Stacey):

Capital Campaign

Spirit Pack Sales / Donations:

- Stacey's email update included that, so far, we have had 23 donors, a total of \$5300, an average of \$221 per donation, with 75% of donors choosing to opt-in to the Spirit Pack
 - [On the evening of the meeting, Stacey mentioned that the update numbers are \\$6430 total, \\$230 average donation, and 79% choosing the spirit pack.](#)
- Spirit Pack mock-ups are available on the website. Allison L. did an amazing job on the creative!
 - Items have been ordered, and we expected them arrive by 10/1.
 - We will be selling Spirit Packs in-person at home football games on 10/12, 10/20, and 11/4

Raffles:

- We made \$688 from two events; BBQ - \$325, Homecoming Game - \$363
 - It was a heavier lift in the beginning to get everything set up, but now it is easier to run.
- [We will need help selling raffle tickets at these home football games: 10/12, 10/20, 11/4.](#)
- In the future, we'd like to consider raffling off a larger item with a longer timeframe.

Business Sponsorships:

- All of the sponsorship levels have been created. We are working with Allison L. to make a PDF to present to businesses.
- We have already secured a sponsorship with Cemex for this year for \$2500. Their budget deadline is typically in September. In 2024, we hope to ask for \$5000.
- [This is the area where Stacey asked for the most help. She has specific roles on SignUp.Com through the Booster website with information on how to help.](#)
- [Chaz mentioned that she would like more clarification on who to direct the business sponsor to once they agree. Stacey feels good about connecting with the businesses, but she needs help with detail things like getting banners done.](#)

- Oskar Blues was curious about what opportunities they could have in front of an audience. Chaz brought up the idea of a potential spring fundraiser to get in front of a crowd. Perhaps they could host something.
- Pooter Valley REA (Rural Electric) has a grant program for teachers. This was suggested for the CSU Mountain Camp issue above. Chris mentioned that grants are typically not guaranteed every year.

Miscellaneous:

- General
 - \$11,500 is our current amount raised with the Lyons Pride Pledge
 - Chas gave Stacey a lead list from the Jog-a-Thon. The general amount is about \$500-\$1000. We have started with businesses in Lyons, but we are open to businesses in Longmont. We are also trying to approach businesses with different options for giving, such as donating money, a large item, or a service.
 - Many people were in support of creating a tracker to know which businesses have been asked, as well as for what amount.
 - Stacey asked for support with the creation of a committee to set up the process for asking businesses, tracking donations, and ensuring recognition, etc. Chas suggested some potential volunteers. Stacey suggested that her next updates be about needing volunteers for this.
- LionsWear (Leissa/Lori):
 - Leissa and Lori were absent. All were very supportive on all of the new items.
 - The online store is very popular with families. Although we get less return on each item, it is easier than keeping items in stock.
 - We are planning on keeping a few popular items in stock, such as the pajama pants.
- Volunteer Coordination (Yokaira):
 - Yokaira created signup sheets for dinner for Parent Teacher Conferences.
 - Audra emailed Diner Bar to see if they might be interested in catering, but she has not heard back yet.

➤ **“To-Do” Calendar: (August)**

- Option 2 Checklist due after the SVVSD parent organization meeting (Treasurer)
 - Audra will connect with Katherine.
- ~~Attend Homecoming: Booster/Lionswear table by outside concessions~~
 - ~~This occurred.~~
- Finalize plan for Fall Parent Teacher Conference Meals
 - We discussed having a volunteer for a Booster/Lionswear table in the lobby during conferences.
 - Chris suggested having a link to the online store on a poster. Others suggested flyers on the doors, or running the new photo booth.
 - We decided to have a table on October 9th and 11th with information and items to sell.
- Gym banner: Standing Allocation Request (\$250) (Treasurer)
 - We will no longer be paying this allocation.
 - We will now be aligning all of the sponsor through the Booster business sponsorship program.
- Coordinate volunteers for Booster/Lionswear table for home games
 - We will send this out in the other email about the Lyons Pride Pledge volunteers.

➤ **Follow-up of Old Business:**

- Vacant “head” secretary position: Vote
 - Meredith was nominated for the head secretary position by Audra, seconded by Allison Z., and approved by all.

➤ **New Business:**

- (Cheryl) Purposed possible updates/changes to bylaws
 - Based on her research so far, Cheryl recommends that we do a complete overhaul of the bylaws.

There are model bylaws for non-profits that fit our needs better. Cheryl will continue the process of seeing which ones will fit us best. Cheryl hopes to have a rough copy by the November meeting, that we would look at the laws over the course of a few meetings, and vote in January or February.

- (Stacey) Chat Options
 - Stacey suggested that we open up a Chat channel, because it is getting cumbersome to sort communication through emails. Having a Chat channel will also allow us to have break-out chat rooms for individual initiatives.
 - Slack was suggested. We already have a Google Suite, so perhaps using Google Chat will also work. Stacey will look into this.
- (Stacey) VP of Fundraising & committee leads STAT
 - Stacey brought up that we need a leader to coordinate all of the fundraising initiatives we have begun this year. Right now, there is no one to report to or track which fundraisers have been successful or need coordination.
 - Martijn was leading the exploration, but his new role has been causing him to be busy.
 - As president, Audra made the executive decision to create a VP of Fundraising Position. We will hope to nominate people at the next meeting.
 - Lions Pride Pledge (2024) Comedy Event/Silent Auction (Early 2024) Other 2024

➤ **Next Meeting:**

- 3rd Monday Oct 16 is no school: Purposed Tues 17th or 2nd Monday Oct 9th or ?
- October 10, 4:30pm

➤ **Meeting Adjourned: 6:21pm**