



Executive Meeting Agenda

Oct 10, 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: 4:36pm

➤ Officer Reports:

- President Report (Audra):
 - Fundraising Officer (VP?)
 - Audra reached out to several people. Laura Neal is on board to help, but we're not sure if she is interested in being an officer yet.
 - Catered meal yesterday
 - Dixie's BBQ catered. They delivered and were wonderful to work with.
 - Audra noticed that external users cannot post on our Lyons Booster Club business page on Facebook. Stacey has looked into the settings, but is struggling to find a solution. Right now, Stacey can post as Lyons Booster Club only.
- Secretary's Report (Allison/Meredith):
 - Motioned for approval by Lori, seconded by Kristen, and approved by all.
- Bingo Report (Judy):
 - We will be receiving a refund from Rocky Mountain Bingo for returned supplied (\$1209).
 - We have retained the unplayed pull tabs and will destroy them in January. We need to retain bingo records for 2 years past December 31, 2023.
 - Our 2nd Quarter report is still under review by the state due to needing more information.
 - Our Bingo/Raffle license will expire December 31, 2023.
 - We will need to decide in November if we want to renew it. We do it need to run the 50/50 raffle.
 - Historically, the Bingo quarterly report runs \$600-800 to submit, but the cost scales with proceeds. Judy also wrote that it is free for less than a \$5000 profit.
 - However, we pay \$150 to our accountant to file Bingo Quarterly report.
 - Some members asked if this can be filed ourselves to save money on the accountant cost. Others asked if we can pay the accountant less considering we are making less money.
 - The estimated cost for an annual bingo/raffle license is approximately \$100.
- Treasurer's Report (Katherine):
 - We have not dipped in that much based on what we've brought in this year. We are still sitting at \$155K
 - Our Statement of Activities shows that we reported \$18,000 in revenue and \$26,000 in expenditures this past month.
 - There is approximately \$6,000 more than reported due to transfers from Square.
 - Motioned for approval Stacey, seconded by Lori, and approved by all.

➤ Allocations:

- Allison Zema asked for \$250 for the Choir accompanist.

- This is an allocation that is typically approved by Booster Club.
- Motioned for approval by Lynne, seconded by Lori, and approved by all.

➤ **Committee Updates:**

- After Prom (Cheryl):
 - Cheryl met with Oskar Blues. They are on board with providing us the venue.
 - We secured the grand from LCF for \$1000, as well as gift cards from Moxie Bread Co. Cheryl is looking into other grants such as the Sheriff's Grant.
- Concession (Lynne/Jenny/Kristen):
 - Concessions Account Update:
 - The account balance as of September 30, 2023 is \$13,630.62.
 - This balance does not reflect the Fall Concessions Payout which will occur at the end of the season.
 - There have been 12 Concession Events so far this Fall.
 - Startup costs in August was approximately \$2800.
 - In the past, Booster Club would seed money \$3000. Kristen and Lynne believe that Concessions should be able to support itself financially and hope they will not need seed money in the future.
 - Concessions ended up at approximately \$800 in the black for this year so far.
 - Financial Summary 2021-22 and 2022-23
 - [Kristen and Lynne made a spreadsheet of costs, profits, and payouts from each season.](#) They wanted to track what products are working, as well as what groups are working concessions. Tracking this will also help when Booster Club is trying to determine allocation requests.
 - Keys to Concessions Profitability in 2022-23
 - Athletic department reimbursement for meals for officials/referees/volunteers (\$500)
 - Without this, profits would have barely been in the black.
 - Addressing misuse of inventory
 - Kristen and Lynne would find inventory in teachers' classrooms. Working with admin helped to address this issue.
 - Research and managing expirations dates
 - We were receiving shipments of Pepsi with dates that were three weeks after delivery. As a result, we were selling "expired" soda for 50 cents. After some research, according to Pepsi, the dates are not expiration dates, but more so a best-buy date. They are still safe to drink.
 - Pricing and profit margin
 - Pricing was evaluated in August of 2022 and 2023. After some price increases, we are now making about a 50% markup on most items.
 - Lottery for Concessions Sponsors
 - In the past, there had been preferential treatment for which groups are "given" certain concessions events. Kristen and Lynne believe this isn't fair. [They'd like to implement something like a lottery system to give more opportunities to other activities.](#) They might try it out in the spring sport season.
 - We recently received a new cooler in the outdoor concessions stand from Pepsi.
- Communications (Stacey):
 - Posts and Content
 - Stacey is still asking for volunteers. Right now, she is creating content, scheduling posts, and running the capital campaign.
 - Vanessa Lamb was suggested as a volunteer.
 - [Stacey shared an upload section of our website under the Resources Tab. Anyone can upload photos to this link, and it goes to a Google Drive that Stacey has access to.](#) Once photos are uploaded, Stacey asked that members email her to let her know that there is new content.
 - [It was suggested that admin should put this out to teachers and coaches.](#)
 - Insights

- Most of our direct traffic is from the school newsletters sent on Fridays. Stacey would like us to get better visibility here.
 - The updates in the weekly email need to be clicked to open. [Stacey suggested a graphic or video for our final push for the capital campaign.](#)
- Facebook is our other biggest engagement area on social media. It has a 10% click-through rate and brought in 87 brand new users to the website.
- Website Changes
 - In addition to our meeting minutes, Stacey recently transitioned to including weekly updates on the website.
 - [There is now a business sponsors section \(with the PDF matrix\) on the Donate page.](#)
 - [Katherine suggested we put our 990 form on the website for compliance.](#)
- Fundraising (Stacey):
 - Capital Campaign
 - [Currently, we have raised \\$23,485. This includes spirit pack purchases, straight donations, business sponsorships, and raffles.](#)
 - [Only about 30% of families have donated so far.](#) The elementary school has reported that they typically see about 80-90% of families donate to the Jog-a-thon.
 - Thoughts/suggestions from the group:
 - Are these 30% of families the ones who typically volunteered for Bingo?
 - Was the \$250 per family suggestion too high? Was this a turn-off to families?
 - Were the spirit packs confusing? Some people thought it was linked to Lyonswear. Do we need to highlight that they are a limited time?
 - Can we be clearer in the Friday emails?
 - [There has only been \\$3500 donated from MS families.](#) Do most of these families have students in the elementary school? Perhaps they are more “plugged in” over there.
 - Could we showcase some of the spirit packs in classes, specially MS classes?
 - Stacey suggested sending home a paper flyer with MS students highlighting the campaign.
 - Could we put a countdown on the electronic sign?
 - Spirit Packs
 - We will be selling spirit packs at the November football games, even though the capital campaign will be “done.”
 - Our games in November are on the 4th and 11th.
 - Business Sponsorships
 - Right now, we have 10 business sponsorships. This translates to \$11,000 in cash, and \$1,000 in catered meals for PTC in the spring.
 - We will continue to reach out to businesses.
 - Raffles
 - We have 4 more games to sell 50/50 raffle tickets.
- LionsWear (Leissa/Lori):
 - We will have pajama pants stocked for the next home game. They are a popular seller.
 - Leissa will ask Tyler how the online store is doing. Right now, we only receive 5% back for each sale, which isn’t a huge profit.
- Volunteer Coordination (Yokaira):
 - Meals for Parent Teacher Conferences are going well.
 - The spring dates are 2/6 and 2/8. Because of their business sponsorship, Oskar Blues agreed to

cater one night. We will ask Oskar Blues to cater 2/6, and we'll ask parents to cover 2/8. Stacey will reach out to Oskar Blues.

➤ **“To-Do” Calendar: (October)**

- Boulder County sales tax for Quarter 3 filed & pd online by 20th.* (Treasurer)
 - Lionswear & Concessions Quarter 3 sales total reported to Treasurer by Oct 15th
- Bingo State Taxes filed for Quarter 3 by October 31st, (July - Sept) (Julie Hamilton)
- Renew Insurance (Treasurer)

➤ **Follow-up of Old Business:**

- (Cheryl) Purposed possible updates/changes to bylaws postponed to November.

➤ **New Business:**

- None

➤ **Next Meeting:**

- 3rd Monday Nov 20 is no school: Purposed 2nd Monday Nov 13th
- November 13th: 4:30pm

➤ **Meeting Adjourned: 5:56pm**