



## Executive Meeting Agenda

Nov 13, 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

### ➤ Officer Reports:

- President Report (Audra):
  - HS has given Boosters this display board at the entryway.
- Secretary's Report (Allison/Meredith):
  - Under 'Committee Updates: Concession: Financial Summary' section, the October meeting report should be modified to clarify that a new spreadsheet was not made by Kristen and Lynne, and that the spreadsheet has been in existence for several years. Decision to replace "Kristen and Lynne made a spreadsheet 'with 'Kristen and Lynne continued to use an existing spreadsheet ...".
  - Meredith will modify the spreadsheet and upload to the google drive.
  - Motioned for approval. Seconded. Approved by all.
- Bingo Report (Judy):
  - Bingo is officially done! Waiting for last check.
  - We will review if a license for raffle only is needed, which will cost approximately \$100. This can be done without an accountant. If we want to keep doing the raffles, we should do it through the state. Judy offered to continue in the role.
  - We only need to maintain records for 2 years; everything else can be destroyed.
  - All approved and Bingo Report passed.
- Treasurer's Report (Katherine):
  - The report covers through the end of October – income generated was greater than what we expected!
  - First page is statement of activity. We have brought in \$7400 more than we have spent this year so far.
  - Balance is \$166,197. There are some outstanding checks and allocations are waiting for receipts.
  - We are on a calendar year for IRS, which is why there appears to be a negative value in expenditures.
  - We are ahead of our budget, partially because we still have lots of allocations.
  - Feeling very good about where we are!
  - All approved and Treasurers report passed.



### ➤ Allocations:

- TY card to Booster Club was received from the HS Yearbook Team
- Request for Lions 'We the people team' \$500 competition, which falls under academics. Motion approved and passed.
- The bus transportation expenses might be different than our estimate when we put in to the trip due to when the bus returns, etc.
- X-country asked for \$710 for lodging for state competition. Motion approved and passed

- Fine arts purchased 7<sup>th</sup> and 8<sup>th</sup> beginning band and year-long choir musicians' t-shirts (black polo) because many are faded and purchased 10 years ago and they are phasing out the blue shirts, and they would like to add to existing supply to ensure there is enough for everyone. Will cost around \$1,000. Shirts have already been purchased – this is for reimbursement. Motion to approve. Motion passed. For 55 polos.
- Need to purchase 3 banners for new business sponsor which will cost approximately 1k to cover additional banner costs. The intention is to purchase higher quality for outside use and to keep as long as we can, and will bring them in over the winter and store them inside (not an outside shed) or in a custom sized bin, and reuse for track and baseball. Need multiple banners for different sports.
- Lodging request for semifinal football on Friday (23 rooms, approx. 2k). Motion approved and passed. Athletics will cover the other expenses. This will be the only overnight expense for football this season.
- Mr. Frank requested up to \$500 to support catering for staff holiday celebration. Motion approved and passed.

## ➤ **Committee Updates:**

- After Prom (Cheryl):
  - Planning is going well, email is out to Junior families to sign up for concessions which pay for the majority of prom. Committee is being put together now.
  - Krispy Kreme fundraiser – looks to raise \$800 for prom and after prom. Mostly purchased from the community. If we do again at Christmas, explore if they can do less than a dozen because purchasing a dozen at a time is a lot of money for students. Will also sell before Thanksgiving at library.
  - 4k is currently available, but our goal is not to use it all (worked concessions at track meet, plus fundraiser)
  - Location: maybe Oskar Blues, but also considering fire station bay.
- Concession (Lynne/Jenny/Kristen):
  - The balance as of October 31, 2023 is \$14,060.99 (Please note this balance does not reflect the Fall Concessions Payout which will occur at the end of the season.)
  - Going very well. Cleaned out outdoor concession stand today
  - Working with Jenny to get updated reporting. Waiting until end of semester. In the future, will try to get more real time updates.
  - More detailed update in December
- Communications: Last 30 days stats
  - Socials:
    - 51 posts & stories, 9 reels
    - Profile Visits (FB & IG): 3,285 - 98% from Facebook
    - Audience Reach: 3,625
    - Some decline due to the nature of the capital campaign winding down and ending on 10/31 (10 days post-campaign).
  - Website:
    - 205 website sessions
    - 140 unique visitors
    - Traffic: 74% direct, 13% Facebook, 11% Google
    - Website Changes
      - Weekly Booster Updates on Latest Info page
      - Added Nonprofit Designation details & link to 990s
      - Rolling out Business Sponsor website ads!
  - Colorado Gives Day - December 5th (last chance to give for 2023 for those who weren't able to participate in our Lions Pride Pledge)
  - Suggest sharing upcoming Oskar Blues from Booster Page
- Fundraising (Stacey):
  - **Capital Campaign - Lions Pride Pledge**

- Final Results & Stats! (Separate page to be finalized after Saturday's 50/50 Super Raffle)
- Surpassed goal to cover expenses!
- Does not factor in business in-kind donation (e.g. Oskar Blues)
- Raffles did GREAT
- Less processing fees than expected, expenses for spirit items etc.
- Netting around 37k, well over the goal of 32k
- Next year we will have a baseline to inform future efforts.
- Recommendation to change name of 'spirit pack' because of confusion with other purchases called 'spirit'
- Wrap up discussion
  - Ice Cream Sundae Party - Discuss dates, logistics & volunteers. 7<sup>th</sup> graders and Juniors – Stacey will reach out to Mr. Frank.
  - Business Sponsor Banners - How/Where to hang in the gym. Winter sports beginning, would like to hang banners in gym. Need to use a huge lift with two people. Need to make a work order request, with Velcro etc. Can put those banners that are ready up over Thanksgiving break. Stacey will coordinate with school.
  - Leftover Spirit Pack Items
- Flags: Sold out (retaining a set of 3 in case of new sponsors) NO garden flags :-/
- Car Decals & Stickers - At least 20 sets plus more stickers. Consider putting website URL on stickers.

○ LionsWear (Leissa/Lori):

- Sold \$2218 in Spirit Wear in the past few games, and \$55 in donations. Online store doing well.

○ Volunteer Coordination (Yokaira):

➤ **“To-Do” Calendar: (Dec)**

- ~~Bingo VP to confirm that the new bingo license number is entered in BingoDocs January 1st.~~
- ~~Bingo VP to confirm that new bingo license is posted at Longmont Bingo Alley~~
- Yearbook: Standing Allocation Request (\$3,000) (Treasurer)
  - Audra will tell reach out and ask them to submit an allocation or something similar to track.

➤ **Follow-up of Old Business:**

- (Cheryl) Purposed possible updates/changes to bylaws

➤ **New Business:**

- (Chastidee) Halftime Entertainment at the varsity basketball games. I would love 3 minutes at halftime to see them come to life. And I have people on board to see it come to fruition. Would love to have the Booster Club's support and to help format a plan. 7 home games. One already dedicated to Cheer Camp. Goal is to build spectatorship, boost ticket sales, enhance community engagement and help pump up our student body for games AND to make it more fun for everyone.
- Ideally, this activity would have ownership by Student Council or another group (not the Booster Club), to support leadership efforts at school. will not need a budget if we can get businesses to support or gift cards etc.

➤ **Next Meeting:**

- 3rd Monday Dec 18, 4:30pm

➤ **Meeting Adjourned: 5:40 pm**