

# Linn Mar Booster Club Meeting Minutes

## November 11, 2013

**Present:** Pete King, Annette Allbee, Mark Hutcheson, Steve Schurling, James Riley, Sara Biedenbach, Tami Foley, Chris Banks, Gina Garman, Brett Mason, Kim Hilsenback. Guests: Corey Brinkmeyer and Brent Henry.

7:06 PM meeting called to order.

1. **September Minutes** – (MSC: A. Allbee, T. Foley ) Approve the September minutes as distributed. All ayes.
2. **Treasurer** – Steve – expenses requested \$30K.
3. **Old Business** – no report.
4. **New Business** –  
**Monthly reconciliation.** Our insurance company would like us to do a monthly reconciliation of our bank account. Much discussion on who should do the reconciliation, can be anyone who does not write checks for Booster Club. In conclusion, decided to have Booster Club Exec Committee member to reconcile the monthly bank statements (MSC: B. Mason, K. Hilsenbach.) All ayes.

**LM School Store.** Proposal: Business department has incorporated a class that will run the school store. Class will be co taught by Mr. Henry & Mr. Brinkmeyer. Run like a college store. Licensed apparel, school supplies, bottles, coffee tumblers, blankets, stadium seats, letter jackets, activity specific t-shirts and apparel. Need to develop a business plan. Students will have ownership. Summer 2014 – begin pricing out store layout, purchasing equipment & fixtures and product. Class one semester long, students determined by previous business classes through an application process. Determine staffing needs, responsibilities, hours and days of operation. Student benefits: valuable work experience, earning credit, networking, customer service, merchandising & promotions, accounting & financial opportunity. Current locations to review: CR Wash, CR Prairie, Kirkwood, Mt. Mercy, Cornell, Des Moines Dowling. Business department has 5 FTE's. Funding initial expenses: yet to be determined. Foundation, booster club, donations. Need purchasing system, possibly cashless. iPad, credit/debit card scanner and receipt printer. Work with Marion Chamber of Commerce for recycling fixtures from local retailers. Custom built displays & vendor specific. Craigslist possible place too. Future plans – HS construction plans in the works, work with clubs, teams, organize. Long term – use profits for scholarship for student in business major. Discussion on LM School Store vs. Booster Club. Competition? Cooperation? How will this work?

5. **President's Report** –
  - a. Booster Club presentation to School board in October.
  - b. In January we have huge wrestling tournament. Executive Committee needs 4 volunteers from 7-9 AM.
  - c. Continues to talk to school groups and feels those are going well.
6. **Clothing** – Add \$8250 to financial report. Area retail stores thoughts. A LM store will eventually be built. Much discussion on trademark, selling at retail stores in CR/Marion, etc.
7. **Concessions** –
  - a. Football sales total \$33,300. Express line was not very busy.
  - b. \$550 DQ fall season rebate.

- c. Aquatic Center Grand Opening Thursday, Nov. 14th. Concessions will be open.
8. **Membership** – Kim, 2013 donations up 6.2% - \$33,995. Fewer donors giving more money. Average donation 2012 \$170, 2013 \$201. 2013 Mailings – 7.6% response rate. 18% of donations came after the print deadline. 77% of donors also donated previous year.
  9. **Photos** – Gina – done with boys basketball. Girls bb in December. Junior high level is strong.
  10. **Volunteer Coordinator** – Tami, winter concession schedule was sent out this week.
  11. **Mark Hutcheson** – LM’s new mascot. More modern. The mascots are reflective of the team logo version, but more of a caricature version with personality. [www.olympusgrp.com](http://www.olympusgrp.com) is the website we will be working with. Cost is \$5500. This cost would be split between LM Booster Club & LM Student Council, maximum of \$2750. Additional mascots would be \$4K. 8 weeks to complete new costume. Student council would run a district side “Mascot Nickname” contest for launch. LM Foundation is looking to fund custom jerseys for our mascot, so he’d have a football jersey with his name for football season, a basketball jersey for basketball season, etc. Motion to proceed: Gina Garman, second by Chris Banks. All Ayes.
  12. **Academics** – Brett, nothing to report.
  13. **Arts** – Sarah, all state auditions a couple weeks ago. 22 qualified for all state. Orchestra 22 qualified. Band 11 qualified. Concert November 23<sup>rd</sup> in Ames. Show choir auditions later this week. Jazz a thon last week. Raised \$7,000 this year. Sound of Music auditions in December.
  14. **Athletics** – Mike was unable to attend.
  15. Next meeting January 13, 2014 , 7:00 PM

Meeting adjourned at 8:50 PM

Respectfully submitted by Annette Allbee