



Board Meeting Minutes
Monday, August 7, 2023
6:30 p.m.
WFHS Room 112C



Attendees: Jennie Bigalke, Randy Glandt, Kristen Larsen, Matt Larsen, Kim Matteson, Dawn Peterson, Angie Scoville, Lisa Skari, Allison Witt-Mahar, Dan and Joyal Kackman, Josi Schultz, Arin Johnson, Ashley Bakkegard, Jill VanWinkle

- I. **Call to Order/Introductions:** Allison W.
- II. **Presentation of Requests**
 - *None.*
- III. **Approval of May 2023 and June (via email) Meeting Minutes:** Allison W.
 - No questions. Motion by Angie to approve, Erin seconded. Approved.
- IV. **Treasurer's Report:** Ashley and Josh
 - Treasurer's report was reviewed. Motion by Matt to approve, Lisa seconded. Approved.
- V. **Activities Department Update:** Justin B. not present
- VI. **Committee Reports/Updates:**
 - Membership: Angie S. & Randy G.
 - Updated the membership levels with the new names, items, and pricing.
 - Yard signs and ponchos will be available for individual sale for \$20 each.
 - We will push for online memberships, not paper copies and checks.
 - A QR code has been established for membership.
 - Membership drive to take place at back to school nights at the middle and high schools and the first volleyball and football games.
 - Sign-up Genius will be sent out for board members to volunteer for the membership drives at the previously named events.
 - Mugs can be removed from the website as they are all gone.
 - Approximately 48-55 blankets are left to sell.
 - September 1: 1st football game
 - August 29th: 1st volleyball game
 - Aug. 22nd, 5-7 and 5:30-7:30 pm: back to school nights at the middle and high schools
 - Concessions: Dawn P.
 - Reviewed incomes and expenses.
 - Added organizations to the spreadsheet so others can see the student groups that are benefiting from working the concession stands.

- Concessions will be taking over small swim meets at the HAC too.
- Groups are allowed to sign up for a variety of 3 events on a first come, first serve basis.
- Groups will make a min. of \$100, max. of \$1,000 working at the concession stand.
- Issue of reliability of wireless internet for the use of the Square card reader at the outdoor concession stand and some transactions not going through. Hoping to get the use of a more reliable device from the school district.
- Advertising: Lisa S.
 - Working on the collection of sponsorships.
 - \$18,750 in sponsorships so far, more to come. American Family will not be renewing their sponsorship on the football board, Muscatell hasn't sent a response yet. Midco is on the marquee and football signs, not sure of their contract expiration.
 - Corporate sponsorships do include activity passes.
 - \$500 for a sponsorship panel on the football board. Not sure who is responsible for paying for the actual sign-Packer Backers or the sponsor. Vendors to contact as options for signage include:
 - i. Sign Badger, contact: Justin.
 - ii. Sign Pro, contact: Justin.
 - Changing to 1-year contracts for sponsorships instead of 3-year. Tracking the duration of sponsorships has been difficult.
 - 9 people have signed up for the digital board in the gym. Max. of 15. \$750 for the year.
 - Marquee: \$2500 for first year, \$2000 each subsequent year.
 - Scheels will do promo items and events, no sponsorships.
 - Activity passes, mugs, and decals to go out before the first games to our corporate sponsors.
 - Lisa to send out a list of the advertisers to the Board.
 - Discussed the possibility of having student groups/classes learn how to do the advertising on the digital boards. Steph has volunteered to continue doing it.
- Information: Kim M.
 - Jamie Aasen will do the website updates. Kim to send meeting minutes to Jamie. Packer Backer donations to groups will also be posted on the website. Steph is verifying what should be publicly posted for our nonprofit status.
- Technology and Maintenance: Dan K.
 - Uploaded the new memberships levels to the website.
 - Work on the new signs for the football board and removing the old ones.

VII. Old Business:

- Golf tournament Sept. 10th at Mapleton. Chris is working on sponsorships. 3-4 large raffle items. Need volunteers to work for the registration. Each team will receive 4-visors.
- Hole in one: need someone to volunteer to watch. Joyal and Josi volunteered to do this.
- Games at each hole – those have been organized and sponsored already.

VIII. New Business:

- Use of the Binder will be implemented to better track information and sharing to future members.
- We will promote the bond referendum information meeting to promote attendance.
- September 1st: tailgating and flame award will be presented at half time at the football game. Gate and concessions will be open at 5 pm. DECA will do root beer floats. Steph motions for \$600 for bounce houses at the tailgating event, Dan seconds and it is approved. Burgers and chips will not be in separate locations at the event this year.

IX. Calendar Reminders:

- September 11 will be the next meeting due to the holiday.
- See above for other event dates.

X. Adjourn

- Arin motions to adjourn, Randy seconds. Approved.