

Booster Board Meeting Minutes
August 1, 2022
6:30 pm

Members Present: Kim and Damon Janssen, Rob and Julie Manly, Steph Astrup, Mark and Jenny Trogstad; Mike LaMont; Brian and Leah Bjorkman; Matt Olson; Coleen and Gary Bailey; Greg and Becky Walen.

Members Absent: Keith and Tiffany Knoke; Jami Olson; Bryan and Barb Thiel; Dan Kielty and DeAnn Bjornson; Tom Astrup.

Others Present: Dan Shultis.

1. **Call to Order:** Damon Janssen started the meeting at 6:32 p.m.

II. **Booster Website.** Dan Shultis introduced Kristi Ullrich as a guest for discussion about the Davies Booster website, and improvements that the Davies board had made to their site.

Ullrich indicated that allowing booster membership directly through the website improved donations, and demonstrated the Davies website to show features on its site that have made accessing membership easier for its members- both for corporate and individual memberships. The Davies board changed its booster benefits to exclusively activity passes and gift cards to its version of Spartan Mart, and cited the ease of mailing these items rather than handing out t-shirts, lawn signs, ect.

The website also includes a form bank, that contains an easy-to-fill-out request form for booster club contributions. The website also contains a portal for selling sponsorships (such as signs, billboards, etc) online.

The cost for set up and maintenance is about \$1600/year. Kristi maintains and operates the Davies website and is willing to operate North's. She estimated about a four-week timeframe to set up the site.

Domain costs for a new website name (i.e. northboosters.com) and maintaining the site are additional modest costs (around \$100 to establish).

After Ms. Ullrich left the meeting, Dan Shulits demonstrated the new, cleaned-up, Google Drive site that is accessible to all board members with a Google email account.

Matt Quintis, the new Ben Franklin activities director, also attended the meeting and was introduced by Shultis.

III. Secretary's Report: Rob Manly previously emailed the July 11, 2022 meeting minutes, prepared by Jenny Trogstad. Becky Walen moved to approve the minutes, Leah Bjorkman seconded the motion. Motion carried.

IV. Treasurer's Report: A brief financial update was provided by Becky Walen, which did not show much difference from the end of the 2021-22 academic year.

Walen reported that next month, as memberships roll in, the financial status will change quickly.

Mike LaMont moved to approve the financial report, Jenny Trogstad seconded; motion passed.

IV. Committee Reports

1. **Hospitality and Spirit.** Jenny Trogstad reported for this committee, indicating that an 8pm meeting will happen on Wednesday, August 3rd, with planning for the many fall events to happen at that time.
2. **Registration/Membership.** Steph Astrup reported for this committee, and t-shirts and yard signs had been picked up, and showed samples of each to the board. Julie Manly will check on the gift cards that are part of the booster memberships, and Shultis will also check on opening up the ability for booster members to use their gift funds on on-line purchases rather than solely through the Spartan Mart (given its limited hours of operation). Many open registration spots remain for Booster members on the online sign-up tool, which will be re-circulated to the Board.
3. **Advertising.** Mike LaMont reported for this committee, forms for the advertisers will be sent out shortly, and has been working with previous subcommittee member Kevin Breitbach on these items.
4. **Communication.** Kim Janssen indicated that this committee is meeting this week, and will work on communications through Facebook, including booster registration reminders and booster event dates.

V. Dates to Remember

A. Registration

Upperclassman - August 10th - 8am-3pm

Freshman - August 15th,16th,17th - 8am-1pm

B. 2022-23 Board Meeting Dates

The board discussed a new September/late August date, and set a board meeting for August 29th.

School Year - First Sunday at 6:30 - 10/2, 11/6, 12/4, 1/8, 2/5, 3/5, 4/2, 5/7

C. Football Tailgating Event - Sept 9th

VI. Old Business.

A. Neptune Music - Tabled from July

Shultis followed up on the possibility of obtaining a new music service, which provides exclusively “clean” and appropriate music for playing at various sporting events, including giving teams the possibility of selecting pre-screened music for playing at events. The system is also very user-friendly for public address announcers. Keith Knoke indicated interest in being a sponsor for the system, and also opening up advertising sponsorships to assist with the coverage of cost. Sponsors would be mentioned by the public address announcer.

The cost is \$3375 up front, with a smaller annual cost moving forward. Shultis indicated that West Fargo and Shanley activity directors both gave the system rave reviews. Shultis would like to obtain and split some of the costs with South and Davies.

Shultis will obtain the system once it becomes available, likely early this fall.

B. Commons A/V update

Shultis reported that the new system is up in the commons area, and was used tonight for the boys soccer meeting. The system is working great so far.

C. Track / Turf update

Shultis indicated that parking is going to be an issue for some time, with information going out to the general public on August 3rd.

D. Football/Soccer Field - AV Equipment update (FPS funded)

AV equipment updated and placed on the field. No word on whether a t-shirt gun was included with the AV equipment.

VI. New Business:

A. FN Booster Club Website

The Board considered the proposal from Ms. Ullrich, and the advantages of having an enhanced website, and a one-stop-shop for booster board registrations and information. The board discussed various aspects of the new platform, and feedback from Davies boosters and other stakeholders, which has been positive. The board also discussed various possibilities for customizing the website to better serve advertising and communications.

Gary Bailey moved to approve to retain Kristi Ulrich to set up the booster club website, Stephanie Astrup seconded. Motion passed.

B. Welcome Back Lunch for Staff

Up to \$2,100 from Panera Bread for the staff lunch, which has been customarily sponsored by the board. Mike LaMont moved to approve, Julie Manly seconded, motion passed.

Long Term Projects:

These were left on agenda but not discussed at the meeting:

A. Concession Stand (Main Gym) Renovation
Would like to revisit this 2022-23 school year.

B. Digital Trophy Case
Continue conversation when the timing is right.

C. State Championship Signage
This would be a nice upgrade to clean up our current situation and allow for more wall space to add future State Championship pictures.

Next Meeting - The next board meeting is scheduled for Monday, August 29th, at 6:30 in room 102.

Meeting adjourned at 7:29 pm, with a quick, but steady, double-tap of President Janssen's gavel.