

## Royal Booster Club Minutes

May 23, 2021

**Members Present:** Dawn Anderstrom, Annette Barnhart, Carla Baumann, Heather Heun, Chad Lommel, Deb Neaton, Mike Neaton, Jeff Neaton, Ronna Ritter, Ed Rundell. Brett Sutter, Carol Thurston, Tom Thurston, Carrie Williams

**Guest:** DeAnn Lommel, Paul Szymanski - Activities Director, Darren Schuler - Superintendent

I. Meeting was called to order at approximately 7:03 p.m. by President Mike Neaton

### II. Treasurer's Report:

Treasurer's report was reviewed. Please see report for full details. As of 5/10/21, the balance in the account was \$29,371.84. There were a lot of expenses since the last meeting including a donation to BPA, and the full payout for activities for the year. Annette Barnhart reported that there are additional expenses since the 5/10 date including additional payouts for plaques, trophies and patches.

Motion made by Carla Bauman to accept the treasurer's report – Carrie Williams seconded – all approved – motion carried.

### III. Secretary's Report:

April notes were reviewed.

Motion made by Deb Neaton to accept the April minutes – Ronna Ritter seconded – all approved -motion carried.

IV. Money Request – - None at this time.

### V. Presentation/ Q & A with Activities Director Szymanski and Superintendent Schuler

Mr. Schuler thanked the group for the invitation to come to the meeting and invited future communication regarding how to assist in building this group. He then presented to the group some schematics regarding the new concession stand outside and answered questions as to how the previous stand is hoping to be utilized. Mr. Schuler clarified that all current equipment will be transferred over to the new concessions stand and that included in the concession stand is the center island, some racking in the back storage area of the new stand and that there will be 2 monitors for video signage. At this time construction is moving along on-target. Mr. Schuler did clarify that heating and cooling is not a part of the plan, but is not opposed to adding heaters down the road.

Carol Thurston added that she had a separate meeting with Mr. Szymanski and Mr. Schuler and they would like to keep the Booster Bash in the spring. As far as any plans for the fall, Mr. Schuler and Mr. Szymanski would support an opportunity to do something when the stadium opens up.

Mr. Schuler and Mr. Szymanski then presented to the group the new LED scoreboard design (total size 31' x 36' – LED display is 19' x 33') and what that would look like/ mean for advertising. Six (6) spots (size 4' x 5') are available for more long-term back-lit advertising panels at the bottom of the board – these could be much larger ads and would be up there for up to a 5 year contract. The speaker would be up top. Both communicated that they would like to turn the advertising for this scoreboard over to the WM Royal Boosters – the school is not planning on doing this. Examples were presented also regarding short video ads that other schools have done in the past. Additionally, we would be able to live-stream up on the scoreboard itself. Brett Sutter stated that he is in conversation with Dustin Stutsman at the school about this. The system is a Daktronics system and comes with some extra equipment. In his conversations with Dustin, he feels that they can work together to do this. At this time, the school would like to discontinue the use of banners for the football stadium. There will be grommets outside the concession building, however, Mr. Schuler would rather have those reserved to use for school activities and events.

Mr. Schuler did ask the group if we would like to utilize the previous concession stand in any capacity. Out of respect of the Vanderlinde family, this building will not be torn down and will be utilized in other ways – possible team rooms for changing, etc. The group did communicate that we are NOT interested in utilizing the old outdoor concession stand as a place to sell apparel – the school can go ahead with any plans or ideas they might have.

Motion was made by Annette Barnhart to confirm that we will NOT be utilizing the previous concession stand and for the school to instead move whatever equipment we have to the new stand so they can move forward with optional plans for the building – Jeff Neaton seconded – all approved – motion carried.

Additional presentations were made regarding the press box and other additional wraps they hope to use behind visitor bleachers, etc.

Plans for a new School Store were discussed. Mr. Schuler explained that this will be student run by various student organizations and the food service group (Taher) and will be open in the morning for coffee and breakfast items and then after school for purchasing snacks and other edibles. This school store will not be open for events at this time, but will continue to utilize the current concession stand. Mr. Schuler confirmed that general apparel will not be sold out of the school store for at least the first year, but is open for future discussion. The school would like to start small this first year.

At this time, turf is expected to be installed the 2<sup>nd</sup> week in August with the track being installed the last week in August. Press box and scoreboard is scheduled to be installed in early August. Footings have begun for the concession stand this week. At this time, the school is hoping to take possession the first week in September – there are soccer games scheduled that last week in August - at this time they may need to be rescheduled or played at another site.

Mr. Szymanski confirmed that the Student Athlete meeting is slated to happen on August 17, 2021.

Mr. Szymanski explained the Capital items list he shared prior to this meeting (previously shared to group prior to meeting). He explained that this is a wish list from coaches for items

that are designed to last multiple years. This is not anything included in the activity's yearly budget. He stated that coaches add things to this list.

Mike Neaton did remind the group that we typically keep 20K for carryover to the next year to purchase needed items including concession and apparel start up.

Questions were asked regarding the monitors in the concession stands and program options – it is believed that these should be able to be programmed with a computer, but are unsure if it is the same system from the press box.

## **VI. Sub-Committee/Old Business:**

### **A. Banners**

- Dawn Anderstrom shared that this sub-committee has much to consider after the presentations from Mr. Schuler. This committee has already discussed the need for some different levels and what that might look like. They will need to regroup. Also discussed and confirmed to change name of sub-committee to 'Advertising'.
- Discussion took place regarding soliciting a much larger amount of money for the 6 advertising spots on the scoreboard. Carol Thurston volunteered to start/ lead this as this is what she does. This will be a separate sub-committee designated by 'Sponsorship'. Additionally, Carol proposed that the sub-committees need to be redefined - Heather will send out a survey or sign-up so everyone can consider this and re-sign up for sub-committees.
- Dawn did state that she would like another Booster member to take over leading this sub-committee as it is now much more than sending letters and doing follow-up -many more moving parts. No volunteers stepped forward to volunteer.

### **B. Live-Streaming**

- Much of what was needing to be reported was discussed during the presentation portion - Brett Sutter continues to work with Dustin Stutsman from the school to see how we will be incorporated. At this time, it appears that our group will be mainly running this aspect of the outdoor stadium. Ed Rundell confirmed that the school is hoping to have a group of students who will do an internship as a part of a curriculum option to be able to help in this regard.

### **C. Apparel Update**

- This sub-committee will be meeting to discuss the following week - more to come.

### **D. Concession Coordinator Position**

- Carol Thurston and Carla Bauman stated that they feel this position warrants a \$1,000 - \$1,200 stipend a year at least. Carol stated that we cannot pay someone in this positions more than \$600 without a W9. They are entertaining seeing if we can give the money to the school and the school then paying the coordinator. Carol is continuing to look into this.

- At this time, they would like to offer this to Deb Neaton with the intention of her training another school employee to take this on. They will be asking for a school employee to add this to their time. More updates to come.

#### **E. Booster Bash**

- Carol Thurston reported that as previously stated, they would like to do something to raise funds as part of a home game at the new stadium.

#### **Other:**

- Discussion started regarding the Boosters entertaining doing a raffle night or something like this to help with raising funds. Mr. Szymanski and Mr. Schuler reported that they would be fine with taking over gate admission for the night -- more discussion and proposals will need to happen, but are open to the possibility. Group will discuss this in June.

### **VII. New Business:**

#### **A. Voting for President and Secretary Roles for FY 21-22**

Heather relayed to the group that only one person could commit to running for both Secretary (Heather Heun) and President (Carol Thurston).

Jeff Neaton made a motion to accept the ballot as presented -- Deb Neaton seconded - all approved - motion carried.

**THANK YOU to MIKE NEATON for ALL his dedicated years of service to the Boosters!!!!**

**B. Next Booster meeting: June 13<sup>th</sup> - location to be determined.**

Dawn Anderstrom made a motion to adjourn the meeting, Jeff Neaton seconded – all approved – motion carried.

Meeting was adjourned at 8:37 PM.