Fox Cities Stars Boys Hockey

Booster Club Meeting Minutes

September 9, 2026 / 6:30 PM / Champion Center

ATTENDANCE:

Board Members (Quorum = majority)

- ☑ Michelle Robb - President
- ☑ Matt Blair - Vice President
- ☐ Scott Herron - Treasurer
- ☑ Steve Massey - Secretary
- ☐ Jon Schlenske - stepping down - Vacant
- ☑ Sara Janssen
- ☐ Todd Petersen
- ☑ Amanda Schill
- ☑ Elaine Muller

Guests:

AGENDA ITEMS:

1. Call to order (President)
    a. Approval of Agenda and Minutes (Secretary)
    b. Booster Club resignation - Jon will resign
        i. More important to fill booster club positions or coordinator roles?
    c. Supplemental insurance
        i. Paid and submitted for trainer contract
        ii. Started in August - good for one year
        iii. Acknowledgement of waiver in registration record is good enough for trainers
        iv. Keep hard copy of waiver in google drive
2. Public comments / questions (30-min)
    a. No guests in attendance
3. Financial Update (Treasurer)
    a. Accountant status

        i. Scott is connected with accountant and should have everything he needs to provide for tax returns
    b. Review draft of governing financial principles
        i. SM ask Scott to email it for review
4. New Business
    a. Printing / graphic design needs
        i. Program - layout to printer by 11/2 (first home game 11/24)
            1. Need to understand Blueprint's printing capabilities / cost.
            2. Set up shared drive for Blueprint / Bill
        ii. Schedule poster to hang in schools
            1. Seniors photo for this - 9/15 shoot day @ 7:30P
    b. Parent meeting planning - who's talking about what
        i. Printout - Scrip / Schoolfundr / cost of a season graphic
        ii. Update - Michelle
            1. Share past accomplishments of booster club
            2. Ticket sales numbers
            3. Independent of Xavier
            4. Standalone non-profit
            5. Members
                a. Current members
                b. Positions needing filled at end of season
                    i.
            6. Roles needing filled - need volunteers
                a. Gameday volunteer coordinator
                b. Social media coordinator
                c. Webmaster
        iii. Reminder that minutes are posted on website
        iv. '26-'27 budget overview / season cost - Scott
        v. Fundraising
            1. Meat Raffle - Matt
            2. Schoolfundr - Matt
            3. Scrip - Sara
        vi. Sponsorship
        vii. Gameday volunteer needs / expectations (2 week signup, then assigned)
    c. Review draft outline of booster club/hockey operations responsibilities
        i. Social/webmaster role - what's coaching staff's role and expectations on timing of communication/posts?
        ii. President role - execute what's written or revise expectations
        iii. Statistics - coach or booster club responsibility?
        iv. Who's responsible for which contracts?
            1. Need to develop a list
    d. Media Day

i. Goal to share date at parent meeting
ii. Need to define a date (Kevin's available 10/17, 10/18, 10/24)
    1. Also depends on ice availability for these days (Matt)
    2. Tuesday 10/20 would be a good target
iii. 3 poses per individual
iv. Team
v. School groups
vi. Split into

e. SportsYou vs. Crossbar - which one is used for what?
    i. Suggest SportsYou is for player/coaches only
    ii. Crossbar can be used for families
        1. Need point person to make sure schedules are updated promptly
        2. We can share coach's messages to parents through Crossbar

5. Coach Murphy's Update / Requests
    a. No updates
6. Update on 501c(3) / company formation
    a. No updates
7. Coordinator Updates and Needs:
    a. Sponsorship/Fundraising (Blair)
        i. Corporate sponsorship outreach update
            1. $13k committed so far
        ii. Schoolfundr - parent letter
            1. 9/22 - email load-up due
            2. 9/25 launch date - 3-weeks duration
        iii. Scrip
            1. Back end is all set up
            2. Shipping of physical cards was nominal ($3.50)
            3. Year is Aug 1 to July 31 - applies to 2027/2028 season
            4. Senior parents would get a payout
        iv. Meat raffle
            1. $1100-$1200 for processing
            2. 100 tickets / month @ $25/ticket / each player sells 2
            3. Steve - Send ticket requirements to Matt
    b. Communication (Robb)
        i. Use Crossbar for weekly message to families
    c. Game Day (Reichenbacher - Shlenske will be the liaison)
        i. Determine how to fill game day volunteer needs by 10/14 meeting
        ii. Identify coordinator candidates - seek interested teachers
    d. Fan Engagement/Team Meals (Janssen / Robb)
        i. Discuss at October meeting
    e. Social Media (seeking volunteer)
        i.

f. Statistics (Wheeler - Massey will be the liaison)
    i. No update
    ii. May be working on something - SM will check
g. Webmaster / Crossbar (Thoresen)
    i. Matt has been talking with Rhiannon

8. Old Business
    a. Shut down old gmail account -Scott
    b. Students singing national anthem
        i. Michelle will make a request to all co-op school's choir directors.
        ii. Brillion is no longer in the co-op

UPCOMING MEETINGS

Oct 14, 2026, Nov 11, 2026, Dec 9, 2026, Jan 13, 2027