Fox Cities Stars Boys Hockey

Booster Club Meeting Minutes

August 18, 2026 / 6:30 PM / Champion Center

ATTENDANCE:

Board Members

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

Guests: none present

AGENDA ITEMS:

Open Session

1. Call to order (President)
    a. Approval of Agenda and Minutes (Secretary)
        i. Unanimously approve
    b. Supplemental insurance
        i. Policy in place for upcoming year - need to pay once it's billed
    c. Parent meeting?
        i. 9/15 or 9/16 last year (AD, coaches, etc)
        ii. Target date is 9/10 at Kimberly - waiting on McGinnis to confirm date
            1. Parent social - possible timing alignment with parent meeting

    d. Responsibilities unclear between booster club and hockey operations - needs better definition (Michelle)
2. Public comments / questions (30-min)
    a. No guests in attendance
3. Financial Update (Treasurer)
    a. Tax returns / hiring accountant
        i. Burnette Tax - in Green Bay
        ii. $600 estimate
        iii. Unanimously approved to hire
    b. CD
        i. 4.1% - 10-month CS w/$45k
    c. Now have a separate account established for Scrip
    d. Determine governing financial principles for booster club
        i. Discussion - Carryover goal of 50% of a season operating budget. Anything over can be used for players or fee reduction.
        ii. Draft an approach for approval next meeting (Scott)
    e. Final budget approval for '26-'27 season
        i. Possible spend for HUDL around $1k
        ii. Unanimously approved to work to V2 labeled budget

Revenue					**Expenses**			
Registration / Ticket Sales		Total						
45 players @ $1,400	Player Fees / Passes / Ice	$63,000				Ice Rental	$50,000	w/ Varsity Reserve
	45 @ $1400					Coaches Expense	$15,000	Adding more staff
						Transportation Expense	$15,000	
	Ticket Sales (estimate)	$ 6,500				Locker Room Expense	$ 7,500	Rental and upgrades
	Gate + Season Tickets		***$ 69,500***			Player Equipment (Jerseys)	$15,000	
Sponsorships						Officials	$ 7,500	More games w/ VR
$10k SF / $8k Golf	Golf Outing / School Funder	$18,000				Season General Expense	$10,000	
	Meat Raffle	$ 7,500						
	Schools Contribution @$670 p/p (45)	$30,150				Tournament/Overnight Expense	$ 2,500	
	Corp Donations	$20,000				Conference Expense	$ 1,000	
						Playoffs / State Expense	$ 5,000	
			$ 75,650			Trainer Expense	$ 5,000	
						Misc. / Contingency	$ 5,000	
								$ 138,500.00
Total Revenue			***$145,150***		***Total Expenses***			
					Budget Gain/Loss			***$ 6,650.00***

Closed Session

4. Coach Murphy's Update / Requests
    a. Team Store will be opening later in August, it is ready to go.
    b. Fall HS League will be held at Champion Center. The purpose is to provide a better priced alternative to GB without players needing USA Hockey Insurance. The Teams committed are:
        i. AU
        ii. NHM

iii. FC Stars
iv. Oshkosh
v. Waupaca
vi. Antigo(almost)

c. Player numbers, still sitting at 4 goalies with 45 Skaters. 3 Additional Skaters, 1 is a mystery, 2 are injured but may see action.
d. 3 teams, still happening. We are up to 14+ games for the Reserve Team with 22+ for JV. We will absolutely be moving players around this season to make sure we have coverage on games.
e. I am working in the background on bussing and Student Square with Kimberly.

5. Update on 501c(3) / company formation
    a. Signatures on conflict of interest policy
    b. File migration
        i. Who else needs access?
            1. Maybe Wheeler
        ii. Scott can shut down old gmail
6. Coordinator Updates and Needs:
    a. Sponsorship/Fundraising (Blair)
        i. Scrip
            1. We are now an approved club!
            2. Need to test and look at back end
            3. Produce infographic for parent meeting
            4. Figure out how to handle physical cards
            5. Need to decide split for kickback
                a. 80/20 - unanimously approved
            6. How to handle excess $$ for an individual?
                a. Pay out or donate to club?
        ii. Schoolfundr
            1. $12k team / $500 individual goal
            2. Week of 9/14 - announcement
            3. 9/22 - due date for email entry
            4. 9/25 - launch date
            5. Will run for 3-weeks
        iii. Sponsorship outreach
            1. Started outreach
            2. Small group engaged
            3. No response from parent outreach yet - will follow up
            4. Some contributions going directly to Xavier now -

can we intercept / redirect this?

iv. Meat raffle
    1. Matt is ready to roll out - looking for help
    2. Sara will help Matt
    3. Need to make sure tickets have correct info for raffle licence compliance

b. Communication (Robb)
    i. Will start weekly comms on Sunday as we get closer to the season
        1. Will this be parent square? Need to confirm.

c. Game Day (Reichenbacher - Shlenske will be the liaison)
    i. Coordinator will be double checking things, will not fill any roles.
        1. We'll need to fill all the gameday roles
            a. Decide on how to do this by October 14th meeting
                i. Idea - volunteer first, assign empty slots after volunteers pick their spots
        2. Try to identify a couple teachers throughout the upcoming season that would like to do this.

d. Fan Engagement/Team Meals (Janssen / Robb)
    i. Sara and Michelle will meet next week
    ii. Students singing national anthem was nice

e. Social Media (Peterson/Schlenske)
    i.

f. Statistics (Wheeler - Massey will be the liaison)
    i. No update

g. Webmaster / Crossbar (Thoresen)
    i.

7. Old Business
    a.

8. New Business
    a. Season passes
        i. Comp for coaches significant others
        ii. Lifetime pass for locker/cabinet maker

UPCOMING MEETINGS

Sep 9, 2026, Oct 14, 2026, Nov 11, 2026