

Booster Club Meeting Minutes

March 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 - Member-at-large

Guests:

Sara Jannsen

AGENDA ITEMS:


Open Session

1. Call to order (President)
2. Approval of Agenda and Minutes (Secretary)
 - a. Minutes unanimously approved
3. Public comments / questions (30-min)
 - a. none
4. Financial Update (Treasurer)
 - a. Opened bank accts at Community First Credit Union
 - i. Savings and checking
 - ii. Online bill pay
 - iii. 2 debit cards coming
 - b. Need to set up a team Venmo - Sara can help set this up
 - c. Kimberly will handle payments that need 1099s
 - i. Refs, transportation, and coaching
 - ii. We'll probably end up having to cut them a check after they cover their commitment

- d. Need to figure out trainers for next year - probably in May or so
- e. Just under \$5k credit in admissions - ~\$3k in season passes
- f. Estimate to finish season around \$105k in expenses for the season
- g. Consider \$130k-sh for budget for next year, but will finalize as we get more detail and outstanding bills come in
- h. Send budget items to Scott within the next week**

Closed Session

- 5. Coach Murphy's Update / Requests
 - a. Did not attend - will seek input to support budget
 - b. Looking to add goalie coach
 - c. Other coaches dependant on need for 3rd team
 - d. Summer ice sessions mostly scheduled (\$75-\$100/hr estimate)
 - e. Player volunteer requirements and commitments managed within team operations - work together on identified needs
- 6. Update on 501c(3) / company formation
 - a. Received approval of 501(c)(3) on 12/17/2025!!!!
 - i. Where will communication go? Check to see if we need to respond to IRS.
 - b. Pursue class A and B raffle license when we can - 1 yr after 501(c)(3) approval
- 7. Coordinator Updates and Needs:
 - a. Sponsorship/Fundraising (Blair)
 - i. Work on holistic sponsorship approach with Sara
 - 1. Tiered approach with add ons needs to be finalized - Sara and Matt will define
 - 2. Should be defined / same offer to everyone
 - 3. Need communication out - parent led committee of 6-10 people for seeking sponsorship
 - 4. Google sheet shared on socials to collect alumni contact information - SM will put together and send link to Jon
 - 5. Can we get into local festivals?
 - ii. Scrip
 - 1. Need bank account info
 - 2. Understand if we can do a split between Stars and individual - Scott will check with Beth at Kimberly
 - b. Communication (Robb)
 - i. Newsletter was good - keep doing
 - c. Game Day (Reichenbacher - Schlenske will be the liaison)

- i. Need to understand if we're paying for a position for this
 - ii. Can't really move forward with this until we understand that answer.
 - iii. Get iPad for gameday music - \$200 approx
 - iv. Consider assigning volunteer spots
 - d. Fan Engagement/Team Meals (Janssen / Robb)
 - i. Align engagement with bigger games
 - ii. Players define theme nights early
 - iii. Team meal schedule and planning defined early - 4 meals @\$10 per person
 - iv. Define schedule - look for conflicts in other sports schedules from larger schools
 - v. Populate display space in Kimberly hallway
 - vi. Youth night was a big hit
 - vii. Project logo on ice / spotlights
 - e. Social Media (Peterson/Schlenke)
 - i. Player from each school to push communication to their school
 - ii. Start pushing the golf outing - need to define some details 1st
 - iii. Need a contract with team photographer beforehand - understand what the expectation is
 - f. Statistics (Wheeler - Massey will be the liaison)
 - i. Wheeler provided some detail on what he's doing - will add to document - he'll keep rolling with it
 - g. Webmaster (Thoresen)
 - i. Clearly communicate role and get commitment from volunteers - may need to more clearly define expectations
- 8. Old Business
 - a. Open bank account - done
 - b. Home Thanksgiving quad
 - i. Talk about it later
 - c. Document Booster club processes
 - i. Discuss end of year items
 - 1. Banquet schedule and planning
 - 2. One person making sure we meet WIAA requirements
 - 3. Streaming playoff games
 - 4. Playoff ice / refs get directly billed to school
 - 5. Be prepared to meet and plan for playoff run
 - 6. Ensure coverage of volunteer positions
 - ii. List in file:  Booster Club Process Documentation
 - d. Budget planning - specific discussion on items to include
 - i. Need info from Todd regarding team needs
 - 1. SWAG package contents

2. Team apparel decision
 3. Ice needs for 3 teams
 4. How to handle “extras” like hotel rooms on overnight - include in fees or parents pay
 5. Try to capture donations in budget
- e. Generic board member email addresses
 - i. Need to figure out how to make this happen - SM will do this
 - ii. Got godaddy info from Toshner
 - f. Set up registration
 - i. Set up a registration for player intake and summer ice - goal is ASAP
9. New Business
- a. Adding additional board members
 - i. Motion to add 4 board members - unanimously approved
 - ii. Michelle will communicate a call for board members
 - iii. Interest received by April 5th - goal to vote on next meeting
 - b. Conference tournament
 - i. We will host in '26-'27
 - ii. Need to discuss with CC and try to work out a deal to mitigate cost - Matt
 - iii. Admission is supposed to cover costs of hosting the tourney
 - iv. Won't need to have busses

UPCOMING MEETINGS

April 8, 2026

May 13, 2026

June 10, 2026

July 8, 2026