

Booster Club Meeting Minutes

April 8, 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 Janssen
Todd Murphy

AGENDA ITEMS:

Open Session

1. Call to order (President)
2. Approval of Agenda and Minutes (Secretary)
 - a. Unanimously approved
3. Public comments / questions (30-min)
 - a.
4. Financial Update (Treasurer)
 - a. Draft budget review
 - i. Include info regarding team needs discussed last time
 - b. Reviewed '25-'26 budget vs actual (actuals were higher than expected).
 - i. \$108k revenue / \$95k expenses (estimate)
 - ii. Estimate \$20-\$25k to carry into next season

2025/2026 Actual (as of meeting date)					
Revenue			Expenses		
Registration / Ticket Sales		Total			
	Player Fees / Passes / Ice	\$58,856.92		Ice Rental	\$ 37,530
	Summer Ice Fees			Summer Ice	\$ 1,600
	Banquet Fees			Coaches Expense	\$ 11,838
	Ticket Sales	\$4,716.78		Transportation Expense	\$ 10,825
			\$63,573.70	Parking Lot	-
Sponsorships				Player Equipment	\$ 14,821
	Volunteer/ Grants	19,056		Officials	\$ 4,740
	School & Booster Sponsors:	500		Season General Expense	\$ 11,012
	Families / Players & Alumni	1,480		Tournament Expense	\$ 1,650
	Corp Donations	23,392		Conference Expense	\$ 775
			44,427		
Fundraising			\$0		
					94,790
Total Revenue			\$108,001.04	Total Expenses	\$94,790.01

- c. '26-'27 draft budget
- i. Based on 45 players @ \$1400 / player
 - ii. Estimate \$122k income / \$139k expenses
 - iii. Need solid effort in seeking sponsorship and promoting the golf outing.

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 *Should be \$20,000
	Ticket Sales (estimate)	\$ 6,500		Transportation Expense	\$15,000
	Gate + Season Tickets	\$ 69,500		Locker Room Expense	\$ 7,500 Rental and upgrades
Sponsorships				Player Equipment (Jerseys)	\$15,000
\$10k SF / \$8k Golf	Golf Outing / School Funder	\$18,000		Officials	\$ 7,500 More games w/ VR
	Schools Contribution	\$15,000		Season General Expense	\$10,000
	Corp Donations	\$20,000		Tournament/Overnight Expense	\$ 2,500
		\$ 53,000		Conference Expense	\$ 1,000
				Playoffs / State Expense	\$ 5,000
				Trainer Expense	\$ 5,000
				Misc. / Contingency	\$ 5,000
					\$ 138,500.00
Total Revenue		\$122,500	Total Expenses		
				Budget Gain/Loss	\$ (16,000.00)
				*** Fees will need to be \$1800 (At 45 paid players to break even)	

- d. August 1st deadline for commitment to team - need to order jerseys
- e. Discussion around Schoolfunder and some lack of participation last year
- i. Need a goal for increase % in fundraising and sponsorship
- f. Goal for \$50k in sponsorship
- g. Unanimously approved Reimbursing injured players fee from our account (\$700)- reimbursement from Xavier has been challenging.
- h. Discussion about team gear - define a kit for each players - figure

out how to fund - not currently in budget

Closed Session

5. Coach Murphy's Update / Requests


- a. Gameday in the past has been smooth - may be something to pay attention to with Dave turning over.
- b. Early in season had some non players in locker-room hallway to get jerseys - needs to be blocked off
- c. Kimberly wants a paid gameday coordinator position, but it's not yet confirmed. Details TBD.
- d. Snack / water supply was a good thing - good to use for busses on away game - needs some to define how these get supplied - parents or sponsorship
- e. Plan needs for gameday - ref snacks
- f. Send any requests for things needed to a particular person in the booster club - i.e. President for general and Treasurer for financial items.

6. Update on 501c(3) / company formation

- a. Review of Bylaws - suggested amendments
 - i. Correct typos
 - ii. Add New London and Brillion
 - iii. Update with current directors
 - iv. Update Offices and Registered Agent info
 1. Menn can be registered agent in the future
 - v. Specify tax year as ending 4/30
 - vi. Include bank account location
 - vii. Board elects officers and directors
 1. Done at April meeting to start on May 1
 2. President and Secretary - elected in odd years
 3. Vice President and Treasurer - elected in even years
- b. Google Workspace - generic emails, file storage
 - i. Do we want one email that goes to everyone? i.e. booster_club@foxcitiesstars.com - this would be good to have.
 - ii. Generic email for coach as well

7. Coordinator Updates and Needs:

- a. Sponsorship/Fundraising (Blair)
 - i. Gifts for 2025-2026 sponsors
 1. Matt will get a proof of logo and message for last year's sponsors

- ii. What's the plan for 2026-2027?
 - 1. Need a sponsorship committee
 - 2. Contact specific people directly to ask if they can help - Matt will send
 - 3. Define a goal for sponsorship raising for each family
 - 4. Send out google form to ask families to participate in sponsorship, golf outing, or alumni relations, accountant willing to do taxes - Michelle will send on Sunday
- iii. Scrip - how can we handle % kickback?
 - 1. Sara will check with Sam W. to see what happens with KALA
- iv. Golf outing planning
 - 1. Bill updating form - course is reserved
 - 2. Up to 36 teams allowed
- v. Alumni info collection form - need a committee
- b. Communication (Robb)
 - i.
- c. Game Day (Reichenbacher - Shlenske will be the liaison)
 - i. Is there a paid position for this?
 - ii. iPad purchase status?
- d. Fan Engagement/Team Meals (Janssen / Robb)
 - i.
- e. Social Media (Peterson/Schlenske)
 - i. Golf outing communications, details.
- f. Statistics (Wheeler - Massey will be the liaison)
 - i. SM to check with Wheeler to see if he has progress on all-time stats
- g. Webmaster
 - i. There was a lot going on in the system last year - look to simplify
 - ii. Teams should be separated in the future
- 8. Old Business
 - a. Set up a registration for player intake and summer ice - goal is ASAP
 - i. Matt will finalize - test with group on 4/9
 - b. Document Booster club processes
 - i. List in file:  Booster Club Process Documentation
 - c. Work a deal with CC for conference tourney to mitigate costs
 - i. Matt has proposed to CC that there is no cost to us for ice - under consideration.
- 9. New Business
 - a. Review board candidate submissions and vote

- i. Motion to vote all candidates in at the same time
 - 1. Unanimously approved
 - 2. Michelle will call all those approved
 - a. Jon Schlenske
 - b. Sara Janssen
 - c. Todd Petersen
 - d. Amanda Schill
- ii. Look for someone to fill additional vacant spot

UPCOMING MEETINGS

May 13, 2026

June 10, 2026

July 8, 2026