



Hopkins Football Booster – March 17, 2026

Hopkins Football Boosters – meeting notes
Consent Agenda

Meeting held via Zoom - 8:00 p.m – 8:40 p.m.

Attendees: Bo Johnston Robin Grote Trisha W.
Kim Radel Kelly Caspers
Aaron Kuznia Heather Williamson
Adam Alselben Brita G.

Welcome - Bo Johnston – President

Bo Johnston made a motion to call the meeting to order
Aaron Kuznia 2nd the motion

Motion passed – Meeting called to order

Motion made to approve the meeting Agenda

Kelly Caspers made the motion
Robin Grote 2nd the motion

Motion passed

Financial Report:

- Overall balances are reported as up slightly from previous year
- Bo Johnston noted discussion with Community Ed to resolve lingering bills and discrepancies
- Registration revenue has started to come in.
- Charitable gaming – is just now starting to show a gain for the organization. There is approximately \$2000.00 over the buffer of \$10,000.00

Committee Updates:

Charitable Gaming

- No major update. Balance should increase monthly by about \$2000.00
- Rent will be owed within the next few months approximately 20% of profits
- If profits are \$2000.00 rent would be \$400.00

Marketing & Communications /Sponsorships(Kelly) still open

- Getting ready to roll out registrations for middle school; Chauncy is visiting the elementary schools to promote the program.
- Outreach will be starting via email to past sponsors plan to pursue new sponsorships Kelly and Jasmine will head this up.

- Website updates – expand the player hub content and recruiting guide content posted.
- Planned transition- with Bree to transition middle school communication and operation item over
- Kelly will meet with Story of the Season after spring break to review the designs.

Community Events

- No events scheduled yet. Planning for give back nights will begin soon. The plan is to copy last year's approach
- The idea was discussed to have the pancake breakfast in October and not in September.
 - Applebee's will be charging \$6.00 not \$5.00 as in years past.
 - A separate girl's flag football pancake fundraiser is planned in May, not sure when

Football Events

- A transition meeting has not happened yet for Christina
- End of summer BBQ planning will include donations
- Getting ready for team meals and game day needs
- Christina will plan/run varsity game-day activities

Apparel & Merchandising

- The goal is to open the store earlier in the season so everyone has their apparel for the season
- Ensure that deliveries are on time

High School Reports

- Registration simplification: The hope is to move from multiple registrations ie 7on7, summer events fundraising currently are all separate. We hope to have a single registration and then a player can pick and choose from the menu.
- Weight room/strength & conditioning AD office has hired someone from Training House to build a lifting program for varsity sports. In season the weight room would be available twice a week out of season unsure at the moment
- Working with Community Ed discussed as 4 days a week in the weight room and 2 days a week for agility – fees are still being discussed

Youth Football

- Youth registration live - reported as 5 middle schoolers and 9 youth registrations, shortly after announcement – this is low. Info went out on Sunday 3/15.
- Promotion: signs/flyers are being prepared (same materials used previously); Coach Chauncy will visit schools with materials. Kelly will share the flyer and a schedule of school visits with the board so others (including Adam) can support and answer questions.
- There are 2 camps planned this year, May & July. Cost \$15.00 per camp

Girls Flag Football

- Program is in full swing. Community Ed is running registration. They oversee the program but asking for help from Booters
- Booster club will not support financially however will help when possible.
- The Booster website will help host schedules
- The Vikings are asking that a petition be signed to recognize Girls football as a school sport- currently Community Ed is running the program. Unsure of how this will look.
- This year there are 125 teams registered

Old Business:

- Open board positions please continue to recruit. If anyone is interested, have them talk with Kelly /Bo.
- Girls Flap Jack Fundraiser – Kelly is willing to help promote the fundraiser

New Business:

No additional new business

Adjourn Meeting

Adam Alsleben motioned to adjourn the meeting

Kim Radel 2nd the motion

Meeting adjourned

Action Items for the February 17, 2026 Football Booster meeting.

Governance & Roles

- **Recruit Treasurer**; Trisha to assist during transition.
- **Recruit**: Marketing/Comms Director, Sponsorship Director, 1 Youth Director, Youth Ops.
- **Confirm**: Bria Baker interest for **At-Large** (and/or consider **voting Ops** conversion).
- **Kirk**: Validate charitable gaming **board-size** rule and quorum mechanics relative to at-large seats.

Finance

- **Bo**: Verify whether **\$10,000** gaming startup was booked in **2025 vs. 2024**.
- **Tax Accountant/Bookkeeper**: Reconcile 2025 and prepare returns.

Registrations / Crossbar

- Add **free camp** add-on (Youth & MS) and **refund policy** text in Crossbar.
- **Finalize youth calendar** with St. Louis Park and publish.

Marketing & Outreach

- Promote **early-bird + free camp** incentive.
- Publish **commitments**; maintain **Recruiting Hub & Camps** pages.
- Post **Girls Flag clinic** photos; coordinate **Raspberry Festival** presence (with boys program).

Girls Flag

- Clarify **Community Ed** financial flow & registration sync with Crossbar.
- Implement **two-director** model (Varsity + Development) and define responsibilities.

Story of the Season

- Schedule **template review** meeting; set 2026 content workflow & sponsor insertion plan.