



# Hopkins Football Booster – Jan. 21, 2025

Hopkins Football Boosters – meeting notes  
Consent Agenda

Meeting held via Zoom - 8:00 p.m – 9:30 p.m.

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**Attendees:**

Bo Johnston	Robin Grote	Trisha Woolever
Kim Radel	Kirk Anderson	Joe Sebesta
Kelly Caspers	Doug Boie	Adam Alselben
Gabe Sojka	Brita Givance	Melissa Slaviacek
Brandi Nelson		

Bo Johnston, President opened the meeting.

Welcome

Bo Johnston made a motion to call the January meeting to order  
Robin Grote 2<sup>nd</sup> the motion

**Motion passed meeting called to order**

Kelly motioned to accept the January Agenda

Trisha Woolever 2<sup>nd</sup> the motion

**January Agenda passed**

Kelly Caspers brought up meeting in person planning session – We will add Kelly’s list to the end of the new business

Hopkins Football Booster Club Bylaws were discussed.

## Confirmation of the 2025 directors and Committee members

Executive Committee

President – Bo Johnston

VP Kelly Caspers

Treasurer – Tricia Woolever

Secretary – Robin Grote

Joe Sebesta motioned to approve the 2025 Executive Committee Board Member

Kim Radel 2<sup>nd</sup> the motion

**Motion passed**

## Operations Committee

Charitable Gaming committee – Kirk Anderson

Marketing & Communication Director – Kelly Caspers acting (positions is open)

Kelly will only have one vote

Fundraising director – Joe Sebesta

Sponsorship Director – Brandi Nelson  
Community Fundraising Events – Kim Radel  
Football Events Director – **OPEN**  
Apparel & Merchandise - Hopefully Heather Williams

Joe Sebesta motioned to approve Operation Committee Board members  
Doug Boie 2<sup>nd</sup> the motion  
**Motion passed**

\*\*\*Motion amended we did not vote Heather Williams the Apparel & Merchandise position. It is vacant until she confirms that she will take that position.

#### **Youth Football Committee**

Girls Football Director – Jasmine Schwartz  
Middle School Football Director- **OPEN**  
8th grade – **OPEN**  
7<sup>th</sup> Grade – Gabe Sojka moving from 6<sup>th</sup> to 7<sup>th</sup>  
6<sup>th</sup> Grade - Doug Boie moving from Madden division-  
Madden Division Director – Adam Alsleben was Shula/Madden last year, 2024  
Shula Director – **Open**  
Lombardi Director – **Open**

We need a new LMAA representative – Kirk mentioned that Doug Boie might be a good nominee.

Robin Grote motioned to approve the Youth football Committee  
Kirk Anderson 2<sup>nd</sup> the motion  
**Motioned passed**

#### **At Large Directors**

Frank Reed  
Aaron Kuznia  
Mark Vagle  
John Bissell

Bo Johnston asked if anyone else would like to be an at large director? These are voting members.

Kirk Anderson motioned to approve the at Large directors  
Robin Grote 2<sup>nd</sup>  
**Motioned passed**

#### **New Committee Members – They will be helping out - non-voting members (unless noted as At-Large Member**

Charitable Gaming – Paul Spilde, John Bissel  
Marketing & Social Media- Bethany Bradley  
Fundraising – Valeta Moore - need confirmation  
Sponsorships – Mark Vagle, Scott Brown

Community Fundraising - John Bissel  
Football Events – Muriel Kreske, Aimee Mariette, Brita Givance  
Youth Operations – Heidi Estrada, Melissa Woodstrom  
Kim Radel motioned to approve the new committee members  
Joe Sebesta 2<sup>nd</sup>

**Motion passed**

**Committee Chair Reports**

**Charitable Gaming Report – Kirk Anderson**

Last week - City of Minnetonka approved our application for gaming license w/  
unmapped now waiting to get the paperwork through. Need to get an application to the  
state will take 60-90 days to be approved.

Bo thanked Kirk for all his work!

Discussion about what Charitable gaming can be used for.

Kirk is looking at getting a machine so this could be “self-service” How long would it take  
to get a machine?

**Marketing Report – Kelly Caspers**

Posting a few things out on Social media.

Made a poster for Team Tucker – Carter just finished his 3<sup>rd</sup> round of Chemo

Laying out the whole year – Kelly has been working with Coach to get everything done  
Summer activities and events will be posted soon

**Fundraising Chair – Joe Sebesta**

Nothing to report – Putting Salt/Mulch on hold until we can get an increase of the player  
participation. Talked to Coach asking how to increase the player participation. The coach  
will think on this. Thinking about a Vertical donation.

Kelly Caspers wants it on record that she does not like the cards!

**Sponsorship Chair – Brandi Nelson not available for an update**

**Community Events & Volunteering Chair – Kim Radel**

No events scheduled

**Football Events Chair – Open (Kelly Reporting)**

**Apparel & Merchandising – Heather Williamson not available for update**

**Youth Football Reports**

Girls Flag Report – Jasmine was unavailable, Bo Johnston gave update

Varsity and middle school team signed up for the NFL flag regional tournament 2<sup>nd</sup>  
weekend in May.

Junior High Report – Gabe nor Doung had anything to report

Madden Division Report – Adam had nothing to report. Adam did introduce himself to the group

Shula Division Report – Nothing to report

Lombardi Division Report – Nothing to report

**Old Business**

Please continue to recruit volunteers for the Hopkins Football Board. If there are any questions  
please reach out to Kelly Casper or Bo Johnston. The more people that are willing to help the  
better it is for our players.

## New Business

### Crossbar Website Update – Kelly gave the update

It is in use already for the Hockey youth and Highschool program.

Kelly will demo for the group at next month's meeting

### Story of the Season – this is a proposal moving forward

Weekly digital Magazine program

Photo Galleries

Fundraiser/ Sponsorship Assistance – Ad selling

Social Media Assistance for Kelly or whomever is doing our Social media.

This service will provide away for us to more efficiently sell our program/Sponsorships

### Discussion for Story of the Season:

The cost for the Story of the Season for 2025 is about \$5,500.00. This is more than what was budgeted last year however this will update weekly for our Sponsors and our players. Brandi Joined the meeting late but really gave positive feedback on this platform that the cost was last year. Kelly is doing all this now. The story of the season will replace the magazine program maybe. Kelly spends 15 hours a week currently. Concern was if this would be taken away from the players/students helping with the current website. Kelly confirmed that there are not any players/students contributing weekly.

Bo Johnston made a motion to move forward with the Story of the Season

Kelly Caspers 2<sup>nd</sup>

### Motion passed

Bo Johnston will sign the Contract and get this moving.

## Upcoming events:

Hornet classic 7v7 presidents weekend

Kelly motioned to adjourn the meeting

Joe Sebesta 2nd

### Meeting adjourned