

Football Backers Meeting Minutes
Meeting Date: Tuesday, March 10, 2009
Call to order: 7:09 p.m.

Board members present: Lisa Nelson, Colleen Martin, Rich Jenness, Debi Flory

Members-at-large present: Madeline Brattesani, Jeff Richmond, Shanna Bianchi

Others present: Laura Andrews, Annette Smyth, Julia Rooney, Mary Brown, Marci Bernard, Mark Nelson, and Al Inouye

Action items:

I. **Motion:** Motion to accept minutes as submitted.

Made by: Jeff Richmond

Seconded by: Shanna Bianchi

Discussion: Not all members' received/reviewed minutes distributed through email

Vote: Passed unanimously

Meeting adjourned: 8:40 p.m.

Other agenda items:

Coach's Report (Agenda Item #3)

- Dan was absent due to illness

4. Crab Feed Review (Agenda Item #4 – Carol absent)

- General feedback from event:
 - Consensus is this year's event was better than last year but income to date shows approx. \$2000 less (more detail to follow)
 - Attendance increased from last year
 - 2008 Crab Feed prep started a month earlier which may have helped with revenue
 - Determined March is best month to hold event
 - Collected contact info cards filled out by small portion of attendees to be used for 2010
 - Logan currently has cards; Colleen to obtain cards and enter info into database for contact next year
 - Jeff suggested documentation is generated for next year's planning committee to ensure even greater success
 - Players & Cheerleaders did an excellent job serving and received approx. \$16/each in tips, after they donated \$100 of total collected to Backers "Helmet" Fund
 - Backers paid out \$100 to Cheer program because cheerleaders didn't receive their portion of gratuity on Saturday night
 - Determined we should have a count of beverage and raffle tickets before & after distribution to ensure accurate count
- Venue
 - Talked about changing venue but determined that current cost/value from VMC might not justify change to other venue to achieve better layout
 - UCD ARC ballroom (Too expensive? Too many UC limitations?)
 - Check with Pioneer/Montgomery to see who they use for their events
 - Attendees complained about VMC's "no alcohol in foyer and silent auction room rule" because it broke up the "tone" - people tend to be more apt to purchase with less limits on where they may consume alcohol
- Bar/non-alcoholic beverages
 - Bar was successful/talked about moving it to outdoor patio next year
 - Sales up from last year
- Catering
 - Fins quality still excellent but concerned about high cost - \$7127.66
 - Discussed menu items for next year – crab, shrimp, pasta, salad all popular
 - Necessary to provide pasta for non-seafood eaters
 - Adam Andrews suggested option of removing the caterer from equation and obtaining crab directly from a source & hiring staff experienced in crab & shrimp preparation to cut costs

- Lisa may have a crab supplier; Laura Andrews will check into options
 - Dessert
 - Limited this year
 - suggested Dessert Coordinator for next year to solicit parents, etc. to bring to event
 - Encourage guests to purchase desserts for tables
 - Include desserts as part of raffle and/or auction
 - Sponsors/Silent Auction/Raffle
 - Ace Hardware (corporate sponsor with assigned table) never showed up – Madeline to follow up to make sure they received their tickets
 - Auctioneer/Speakers were difficult to hear in back of room and it was suggested the Auctioneer is in middle of room for Raffle rather than front
 - Silent auction items
 - Profits down approx \$4K from last year – current economy is likely a major contributor to downturn
 - Value and quantity of items decreased from last year – less time to acquire may be cause?
 - Location of items too remote – not enough foot traffic (also hindered by no alcohol rule)
 - Music
 - Band not necessary – started up as clean-up was starting so people were not motivated to start dancing
 - Suggestions of canned music (jazz?), high school jazz ensemble, or DJ for next year... talked about having DJ in corner in place of this year's bar location
5. Cheer Team under our DBDFB 501-c-3 (Agenda Item #5)
- Cheer program approached Backers about partnership; having difficulty obtaining non-profit status
 - Jeff Richmond answered question of why the need to become joined with cheer program is gaining momentum
 - Difficulties with Rotary, etc.
 - Trying to build relationship between football and cheer program
 - Item 3 of DBDFB By-laws verbiage states our promo/fundraising activities are for benefit of both cheer & football program
 - Debi/Colleen suggesting consulting tax attorney for qualification & filing of Cheer as sub-group of Backers
 - Jeff believes they can become a sub-group without hassle with separate accounting/management structure but taxes filed jointly but suggests formation of sub-committee to organize management structure for blending football & cheer
 - Lisa, Mary, Jeff, Marci, Julie
 - Need separate by-laws
 - Meet with First Northern Bank

- Suggest Cheer sends representative to Backers monthly meetings; figure out logistics at later date
- 6. Hanlee's Drive 4 UR School Program, March 21, 11-5 (Agenda Item #6 – Carol absent)
 - Madeline explained details about Cheer/PTA event: \$20 to PTA for every test drive that day
 - DHS offered Backers the opportunity to manage BBQ w/ players & volunteers to collect all proceeds from BBQ sales; sell 89 remaining Devil Advantage cards for \$2 each; Devil Wear
 - Colleen to coordinate volunteer shifts
- 7. Treasurer's Report / current month (Rich)
 - Preliminary Crab Feed net profits \$11,406.55 but still collecting ticket money
- 8. Plan/Prioritize volunteer needs for spring/summer/in season and for APRIL MEETING
 - Need more calendars for Freshman – hand out at weight lifting; Online calendar needs to be updated
 - Need more volunteer buzz – promote through website
 - Form volunteer groups and select coordinator at 1st meeting
 - Volunteer sign-ups at Freshman Registration 4/20; JV/Varsity 4/22
 - Colleen to make boards for volunteer sign-ups w/ 5 slots
 - Cheer had great results from forcing people to sign up for 2 slots before leaving registration because people were told they would “be left alone for remainder of season after signing up then”
 - ~~○ Debi to have Backers t-shirt design ready for tri-fold brochure handed out at registration – not necessary to have t-shirts printed at that time~~
- a) Snack Bar Coordination Team
 - i. Last year, \$10K raised for transportation through Backers running snack bar
 - ii. Lisa will email Donlan about who runs snack bar/ASB involvement
 - iii. Varsity parents should sell at JV or Freshman games to avoid schedule conflicts
 - iv. Offer Buy-out option for parents who can't commit time but want to contribute \$\$ amount
 - v. Need volunteer incentive coordinator
 - vi. Secure vendors for delivery?
 - i. Costco.com
 - ii. Safeway.com
- b) Web site
 - i. Sub-committee formed to create and manage new website
 - i. Debi; Shanna; Annette; Bill Mead; Dan G

- c) Blue & White BBQ – change name to Devil Scrimmage (Aug 28)
- d) Pizza Night Fundraisers – Shanna/Annette to talk to Mountain Mike's about hosting first during week of registration
 - i. 20-30% to Backers; 6-9pm; need flyer for listserver & distribution
- e) Banquets (3)

9. New Business

- Need more calendars for Freshman – hand out at weight lifting; Online calendar needs to be updated
- Logan asked Colleen to bring suggestion to meeting that Backers make good faith contribution to Blue & White Foundation; Lisa will check into it further as to why the need, and determine if by-laws allow it? Offer them a full page ad or banner instead?
- Need to promote distinction between Blue & White Foundation and Backers to community for fundraising success – raise community awareness
- Chalk Talk date incorrect on reminder cards handed out at Crab Feed – should be Friday, May 29.