

11.14.23 NAZ WCBC Board Meeting Minutes

President Terry Merlihan

Meeting called to order: 6:09pm

Roll Call: President Terry Merlihan, Vice President Keith Conrad, Treasurer Janet Vaughn, Secretary Jenny Real, Event Coordinator/Team Liaison Sandy Dessero, Director of Community Outreach Kimberly Montez, and Asst Event Coordinator Kristi Goeke present.

Guest of the board: Coach Dave Moran – Sandy led discussion.

8 Team dinners (Thurs/Fri, depending on travel)

- Booster club find a location for staging to feed guys & invite Booster Club members to join.
 - Coach Moss wants Team only on pre-game nights. Friday night, preferred pasta, quiet, team only. Ex. Last year 4 dinners at Red Robin, 2 at Olive Garden, etc.
 - Sandy has Asian infusion restaurant identified, will write up proposal.
 - Coach has a flyer outlining perks of feeding team for sponsors/food vendors/restaurants, will provide list of places already obtained.
 - Looking for expansion into Prescott, Chino, etc., potentially.
 - May send guys out in groups of 8 to various places.
 - Hilton Garden, Triple Creek
 - Booster Club will help locate/contact/report back for potential meal coverage.
 - Gabby's: Jim/Kelly – Sandy will follow up.
 - Potluck dates pending: 3.8 (potential distribution of apartment items), 4.25, 5.23, 6.20, 7.4 (Thursday BBQ for guys in town, game on Sunday?)
 - Multiple food truck vendors have been contacted. Feasibility for team dinners?
 - Snacks, drinks, etc. during camp, season, travel games, planning vs. reactive.
 - Tabled discussion for future follow-up.

Guest of the board: Doug Dessero – Website.

- Rename, will need to redirect to current site for a year before migration complete.
- Cost to change: \$13 for domain + \$13/mo, \$159 migration fee after 1 yr.
- Terry motioned for vote on securing new domain name at no more than \$20/mo, motion was seconded:
 - Board unanimously voted to approve same.

- New QR code will need to be developed in future, Doug will handle same.
- Registered trademark will be reflected on booster club logo, thank you Doug.

President's Agenda, Terry Merlihan

A) New Officer Introduction

- Janet Vaughn Treasurer
- Keith Conrad – VP

B) Meetings with Wrangler Organization Robin De Palma.

- Very clear direction from the Wranglers: Booster Club is an extension of the organization, this is a huge testimony to our first year's success and improving relationship with the team and FTC, strong relationship currently.
 - Mission: We support the team and players.
 - Continue to support the players as we have in the past.
 - Potlucks/Adopt A Player/Apartment Boxes
 - Support of the Team now includes:
 - Tailgating – Booster Club will own.
 - Finding Sponsors – For every sponsor we find, 10% commission back to club. Minimum sponsorship for team is \$2500.
 - Promotion – through parades/events
 - The Team will support us and provide financial opportunities for our treasury.
 - It won't come free, but support is there.
 - Wranglers have compensated/covered parade materials.
 - We can have non-competing vendors on tailgating space.
 - 3-way support of charitable organizations: Positive for Wranglers & Booster Club
 - US Vets
 - Firefighter Angel Foundation

C) Recruiting New Members

- Development of a single promotion sheet of the Booster Club for the season ticket pouches and for handing out at recruitment drives, tables at Games, tailgating and elsewhere needed.
 - Benefits of being a member
 - \$35 membership fee for family of 4, Jan-Dec suggested.

- Motion made to raise fee to \$35 from \$30 to cover bank fees, motion was seconded, board voted unanimously in favor of motion.
- Exclusive access to players:
 - Potlucks
 - Adopt a Player
 - Club sponsored events.
- Thank you emails to previous members, here is what 2024 memberships will pay for this year.
- Discounts at local business/ Team sponsors
- Others? Tailgate VIP area?
- Membership Drives
 - 1-3 in PV and Prescott.
 - Suggested locations: Rosa's, Pudge and Asti's, Colt
 - Chino Valley – Cluster of season ticket holders
 - Locations TBD
 - Cardholders obtain discounts/perks at restaurants/retail.
 - Sign ups
 - Chairs: Board members and/or Booster Club member who wants to lead:
 - Adopt a Player
 - Parades
 - Potlucks
 - Apartments
 - Tailgating
 - Others?
 - Retaining current memberships

D) Tailgating

- Booster Club will run.
- Bringing in vendors.
- Bands
- Competitions: Suggested cook offs, salsa contest, etc.
- Advertising: PSAs, Social networking, email drops, STH adverts

E) Adopt a Player Expectations – Sandy

Needs – Keith, Janet email addresses

Vice President's Agenda, Keith Conrad:

A) Ramping up in role

- Understanding budgets, roles, sponsorships (Keith is POC for same)
- In stadium & fan experience: Shared flyer, proprietary to Wranglers.
- Booster Club donations/sponsors – If business/individual does not want/cannot to meet Wrangler minimum, board is open to donations.

Treasurer's Agenda, Janet Vaughn

A) Open items from previous Treasurer Kimberly Montez

- October balance provided.
- Oct expenditures provided.
 - Terry motioned to approve Treasurer report, Sandy seconded.
 - Board unanimously approved report.

Secretary's Agenda, Jenny Real

A) No items to discuss.

B) For future sponsors, please include as much info and/or website so can advertise and promote on Facebook and any other platforms.

Community Event Coordinator/Team Liaison's Agenda, Sandy Dessero

A) 3 Parades coming up - Budget?

- Veteran's Parade was successful & well received. Robin DePalma attended and rode w/ us, \$200 budget was previously approved for same.
- Sandy explained her float vision for 3 upcoming parades, sustainability, and reuse.
- Budget \$200 not to exceed for all 3 Christmas parades suggested.
 - Motion made to approve budget, motion was seconded, board was unanimous in approval.
 - Sidebar conversation w/ Olsen's for hay bales and sponsorship, tabled.

- Prescott Light Parade 11/25
 - Time/Staging Area: Carleton, between Cortez & Montezuma
 - Participants: Terry, Sandy & Doug, Jenny, Kim & Michael, Kristi & Carl
- Prescott Christmas Parade 12/2
 - Time/Staging Area?
 - Participants? Sandy & Doug & TBD
- Prescott Valley Light Parade 12/2
 - 3:00 PM / Staging Area?

- Participants: Kristi & Carl, Jenny & TBD
- B) Dinner for Away Game lead – Discussion with Coach Dave Moran
- Food trucks
 - Potluck
- C) Apartment Boxes
- Items needed for 2024 season: TBD, more items have been located since initial inventory.
 - Sandy spoke to Target, asked us to come back in 2024.
 - Cost?
- D) Adopt-a-Player
- Who participates?
 - Booster Club members, 1st tier.
 - STH, 2nd tier, explain perks, revisit membership in Booster Club.
 - Ground rules for participation
 - Players & families will have established expectations.
 - Player is cut, you will receive player that filled position.
 - Letter will be provided to players & families outlining expectations of program.
 - Group activities & dates TBD
- E) Tailgating
- Sandy & AEC Kristi Goeke working together.
 - Vendors for tailgating
 - Prices for Vendors: \$50 for non-profit, \$75 for retail vendors
 - Ex. Forest Dept.
 - Sandy will visit Willow Creek Winter Wonderland, potential additional opportunities throughout holiday season.
 - Band
 - Cook off competitions.
 - No food trucks/food vendors allowed.
 - PSAs – Radio stations, social media
 - Games – Cornhole (Kristi will handle build & logo)
 - Port a potty – Tracy will contact Isaac Madrid

- F) Joining the Prescott Chamber of Commerce – Table for now, suggested to look into Chino CC.
- Cost \$30
 - Benefit
- G) Joining Prescott Valley Chamber of Commerce
- Cost \$250
 - Benefit
- H) Our own booth as vendors for some merch
- Booster Club logo/NAZ Wranglers logo/No logo?
 - Vendor stock, price, availability
 - Take orders at sign ups
 - Table for now.
 - FTC ok with same?
- I) 501(c)3 to outside Vendors example: Costco, etc.
- Share...: Website for 501c3 donations
 - Can obtain items/supplies for use, fundraising.
- J) Angel Foundation- Christmas toy drive: Donations will be given out in 2024, given out during year for loss to families. Will be happening in December, on Facebook.
- Wranglers will be placing collection boxes at their locations.
 - Wranglers Skate Night @ the FTC
 - Wranglers Barn Dance @ Mortimers?
- K) Discussion with Robin on 10/25/23
- Season Ticket holders
 - Booster Club has 50/50 game
 - IFL “Tutorial” – Coach Dave will lead, hosted at a sponsor’s place of business.
 - Send off/Reception for Team away games.
 - PT Jobs for players – Create a list of businesses.
 - Shoe drive video - to Wrangler sponsors: US Vets will be our recipient.
 - Video will be sent to season ticket holders & Wranglers sponsors.
 - Canned food drive – US Vets: Veterans will be recipients.
 - Game to be determined.
 - Glove/hat collection
 - Half time event, game TBD, toss onto field.

Community Outreach Coordinator's Agenda, Kimberly Montez

A) No items to discuss.

Asst. Community Event Coordinator's Agenda, Kristi Goeke

A) No items to discuss.

Previous Business/Open Items:

Introduction of new board members.

New Business:

STH communications

One pager promo to potential members – Kim

Donation letter – Kim

Address/Meet with Friends of the Boosters: businesses, potluck attendees, Parade Day support

Next Meeting: 11.28, 6:00PM, P&A

Membership Drives:

Sign Up Help: Where, Who

Meeting Adjournment: Keith motioned to adjourn, Sandy 2nd, board was in consensus, ended @ 9:29pm.