

8.8.2023 All Booster Club Member Meeting

Sign in sheet was provided for all members in attendance: Name, Email, Phone for members.

1. Called to order at 6:33pm PST.
2. All board members in attendance: President Terry Merlihan, Treasurer Kimberly Montez Secretary Jenny Real, Event Coordinator Sandy Dessero, Assistant Event Coordinator Kristi Goeke
3. Terry's address to booster club members:
 - a. Welcome/Opening: Called meeting to order, thanked members in attendance and thanked everyone for all the support helping the board get the Booster Club started in year one.
 - b. Introduced the agenda for the evening: President's address, Treasurer Kimberly Montez intro and report, Secretary Jenny Real intro and report, Event Coordinator Sandy Dessero intro and report, Asst. Event Coordinator Kristi Goeke intro and report. Each board member will present accomplishments in respective areas. Asked for questions to be held till the end of the meeting. Confirmed all board members present for meeting and that all attending Booster Club members signed in on the sheet.
 - c. Introduction: Terry Merlihan, President of the Booster Club. Season ticket holder with my wife and family. Resides in the Prescott area, employed full time with an extensive background in sales. Joined board initially in mid-March after being approached to take on vacant Vice President position. In early May, the previous President resigned at a meeting, after accepted the resignation, the board made a motion and voted me in as President, I accepted the position.
 - d. Successful year for the NAZ Wrangler Country Booster Club, we helped with promoting the NAZ Wranglers team and supporting the players, multiple fundraising events, and completing works of charity. The board put a great deal of effort into gaining sponsors, raising funds in a variety of ways including membership drives, donations, working concession events at the Findlay Center, and more. Want to recognize all the sponsors of the Booster Club, thanked, and shared appreciation for same. Reiterated that we have membership cards, that were utilized for discounts. Shared that the board did have a rough start, experienced some turnover in positions, but currently, the board has been more stable, and things have been smoother.
 - e. 501c3 Update: Was not initially filed correctly, questionnaire not completed, and the board had to restart the process, expectation to wrap up soon.

- f. Communications had room for improvement, transparency is a key area. Social media and Facebook were utilized but we know that didn't cover all members. A hard copy of all meeting minutes is available at tonight's meeting, and we will be posting minutes to website.
- g. State of the Club: Club as mentioned, is now more stable and we do have a balance in the Booster Club account, Kimberly will share more specifics. A lot was accomplished in our first year, from getting started to establishing a board, raising funds, gaining members, and partnering with Wranglers ownership to understand how we could best support the players and coaches. We want to thank Jack Lumley, our first board President, Andy Barr, our first Vice President, Kristy Reinke, our first Treasurer and Deniece Wooldridge, our first Community Outreach Director and Karen Barr our first Asst Event Coordinator.
- h. What we are doing – In the off season, specific action for the board includes describing & defining each board position, establishing length of terms, and sharing open positions, (currently, Vice President & Treasurer), reviewing our bylaws (very generic), anticipating having our 501c3 status by November, and will need to prepare a tax return.
- i. Planning: The board will be meeting with the owners, discussing what worked and didn't work, determining again how best to support the players and promote the team, expanding to other parts of quad cities, gaining additional sponsors, creation of committees with more members & following through on interest in same. More sponsorships are needed, more all member meetings, and more tailgating. We attempted to tie a meet & greet meeting into a tailgate, but turnout was limited, plus weather wasn't cooperative. Want to recognize Doug Dessero and his efforts with the Booster Club website. We absolutely want to do more all-Booster Club events. We do have to be cautious with giveaways to members for tax purposes and we are working on understanding better what we can and can't do as a 501c3. We also are working with Wranglers ownership and in the 2023 season we were asked not to promote the Booster Club logo with any merchandise as it could dilute the NAZ Wranglers image and we also must consider the IFL owning names and logos. More to come in this area as we go along. We also want to do more charitable events and get the NAZ WCBC name out there and inviting members to help and attend these events along with the board.
- j. Work to be done: What worked? Got Booster Club up and running, got the Booster Club name and concept out there, had successful membership drives, website, social media, everyone worked very hard to get us to where we are at this point. What didn't work? Filing as a non-profit has some interesting navigation to it and must be extremely careful that the correct language and selections are made to be successful, that has been a learning process and we

are on the right track. Some of the businesses selected by the board weren't understood to have user-friendly options, further conversations with these establishments proved otherwise when others joined the board. Social media has its pros and cons, we realize not all our Booster Club members are on Facebook or other platforms. For 2023, Facebook was our primary source of communication with some other distribution lists used for email purposes for Adopt a Player and Potlucks. We will use our website more going forward, establish an all member, email distribution list and try our best to be more visible. The board staffed a table near the Team Shop for most games before the games started. Board members are big NAZ Wranglers fans too, we want to see the games and engage with the players before and after games as well. That said, we do want to have more tailgate events, be present at our Booster Club table up to 15 minutes before game time, etc. We are still considering how to best staff or if there is a need to staff the table at half time and after the games.

- k. Closed by asking members again to hold questions until the end and share your name, who is the question directed to, and your question.

4. Kimberly Montez:

- a. Introduction: Current Treasurer and Community Outreach Director and season ticket holders with my husband. Reside in the Prescott Valley area. Joined board in March as Director of Community Outreach. In April, opening for Treasurer became available, with extensive background in banking, stepped into the position. Goal was to establish and create financial trail.
- b. Overview of financials: The board will be more transparent with same going forward.
Incoming monies: Consisted of sponsorships, donations, fund raisers, and funds the board raise independently by working events like concessions at PBR and the Ringo Starr concert to support players. So far, year to date, approximately \$6900 coming in.
Outgoing monies: Fees including office supplies such as mailing, faxing documents, envelopes, FedEx, legal expenses with AZ Corporation Commission to get EIN for tax purposes and LegalZoom for help with 501c3 filing. Startup fees for the Booster Club are approximately \$1900. Board members did pay for some items out of own pocket like business cards. Support for players, approximately \$2100, board members volunteered and recouped as many items as possible provided to players like bedding, towels, etc., at the end of the season. Currently, approximately \$2800 in booster club account.
- c. Considerable amount of work had to be done to stabilize, organize and clean up early bookkeeping efforts.

- d. Booster Club marketing: For Community Outreach, both Sandy Dessero and I have been out in the community canvassing areas and businesses, telling them about the NAZ Wranglers, still find a lot of folks don't know about the Wranglers. Able to gain some sponsors and share more about the team, players, and the goal of the Booster Club. We went out to several locations including the Court House square with Jenny Real and Doug Dessero, Doug had the championship game playing for people to watch as they stopped and talked to us.

5. Jenny Real:

- a. Introduction: Current Secretary of the Booster Club. My family and I are season ticket holders since year one, front row, section 215 if you are looking for us. I'm an avid football fan and very pleased that the NAZ Wranglers are in town. Employed full time, coming up on 25 years with my company, I have a background in sales, insurance, and retail. Reside in the Prescott Valley area, been in AZ since '84 and I'm a proud Sun Devil alum. Volunteered to be the Secretary of the Booster Club at our first in November.
- b. Primarily responsible for taking accurate, sufficient minutes at each board meeting. To date, minutes are reviewed and approved at the next board meeting. I will redact personal information of board members, Booster Club members, sponsors, and anyone else as needed, like addresses, phone/email, etc., however most board members have phone numbers on our cards. Crafting some, but not all, correspondence from the board and Booster Club. Finally, preparing an end of year recap, date of same, to be determined.
- c. Currently have one, hard copy binder of all meeting minutes that is available at the meeting tonight, for anyone to review. Creating 2 additional binders for President and Treasurer and if there is Booster Club member preference, I can have a binder available at most games/events. Including tonight, the board has held 16 meetings since inception.
- d. Also set up and maintain our Facebook page, NAZ Wrangler Country Booster Club and the Facebook private group, NAZ Wrangler Country Booster Club. These are two separate items on Facebook.
 - i. The page is the feed that has booster club news, and posts from all the different businesses, groups, sponsors that are followed. I select who the page follows, like the NAZ Wranglers, and all our sponsors if they have a presence on Facebook, Prescott Valley, Prescott, and surrounding cities, the IFL and other pages related to the team, area, and sport.

- ii. The private group requires a request for access to same. Originally, the group was just Booster Club members, but admins granted access to members and non-members. I have not blocked or removed anyone from the private group unless it appears the Facebook account may not be legitimate. Currently, the private group is used to communicate with members about items like upcoming events & Wranglers news.
 - iii. Messenger app will primarily be me responding if you reach out on same.
 - iv. Currently, unable to post as the Booster Club on the NAZ Superfans site, I usually forward or share postings as myself. I've talked to Lonnie and Zander and we have been unable to determine what the issue is preventing our profile from doing same.
 - v. If I am aware of an answer, process, decision, etc., the board has made, I will answer any questions I can. If I do not know, need clarification, etc., I will take the matter back to the board. I may respond on behalf of the board at times, but I do not speak for the board in general or speculate.
- e. Opportunities: More and faster transparency.
 - i. Goal is to post previous and future board meeting minutes on the website.
 - ii. Trying to work within parameters of expected turnaround times to share and post minutes. Will own that it has been challenging at times.
 - iii. Partnering with Doug Dessero who will post minutes, updates, etc. to website.
 - iv. Leveraging other social media platforms like Instagram, X (Twitter), etc., currently only on Facebook
 - v. Will have email distribution list created for all booster club members to improve communication for those that do not use social media.
- f. Pictures: Worth a thousand words and will be attempting to regularly post more photos from events and booster members who are comfortable having their pictures posted, trying to meet and capture names of everyone sharing their interest and time.
- g. Suggestions and recommendations are welcome if you have same, please send them to me, nazwcbc.sec@gmail.com. We'll determine if something more formal needs to be created and please know that if you share at an event, it may not be collected unless we have it in writing, email, or text.

6. Sandy Dessero:

- a. Introduction: Current Event Coordination Director and liaison from the Booster Club to the NAZ Wranglers. Season ticket holder and husband Doug is the guy with the broadcast engineering hobby at the Findlay Center.
- b. Responsibilities: Get the word out about the NAZ Wrangler Country Booster Club that was brand new for the 2023 season just about any way was possible. Also, represent the board and Booster Club as a liaison when speaking with Wranglers owners, Tucker Welch, Findlay Toyota Center staff, etc. Goal is to deliver a consistent message, have some continuity for Wranglers to reach out to including owners, coaches, and staff. We did a lot this year already:
 - i. Overcame a lot of hurdles to get the group up and going, started with no budget, and had big plans.
 - ii. Change in ownership after initially getting a list of questions about how to proceed in front of the 1st owner. Also had to overcome some history of the previous owner when trying to gain sponsorships, etc.
 - iii. Held very successful membership drives multiple times in a variety of locations and earned about \$1200 that quickly needed to purchase items like bedding, towels, pillows, toiletries, etc., for arriving players. Membership drive garnered about \$1200.
 - iv. Fund raising: Gained donations (Home Depot, Alvarez Tires, etc.) of both items to auction or raffle in addition to monetary donations.
 - v. Delivered to Tapestry Apartments: 32 beds in a bag, pillows, set of towels, laundry baskets, etc., to players when they arrived shortly before the season started.
 - vi. On 2.14, made appearance on KPPV/KQNA radio for Talk of the Town & in March appeared on Community Connections with Marnie Uhl, PV Chamber of Commerce President with Jack Lumley & Whiskie.
 - vii. On 2.18, board members Sandy and Jenny and volunteers Kimberly Montez and Doug Dessero spent 3 chilly hours at the Courthouse Square talking to everyone and anyone who passed by our table. Doug got a Wranglers game up and running on a rather large TV, passersby got to see the NAZ Wranglers in action and learn more about the Booster Club.
 - viii. Maintained and staffed Booster Club tables before games, rotated staffing during the 2023 home games.
 - ix. On 4.1, Jenny Real and I worked at the NAZ Wranglers booth for the Prescott Valley Eggstravaganza and got a chance to meet lots of current and new Wranglers fans and tell them about the Booster Club.
 - x. On 4.1, the board conducted and sold tickets for the 50/50 fund raiser during the Wranglers vs. Vegas Knight Hawks game, great event and the winner also donated winnings back to the Booster Club.

- xi. On 4.16, held a Booster Club member tailgate/BBQ and handed out our first Booster Club membership cards. Weather wasn't ideal, a little wind and rain didn't allow for as much meet & greet with board members that we had hoped to accomplish.
- xii. On 4.23, the board hosted the first, away game streaming, watch party at the Hideout bar. On 4.28, a second watch party was held at the Hideout.
- xiii. On 4.27, board members and volunteers worked a concession stand at the PBR event. On 5.30, board members and volunteers worked a concession stand at the Ringo Starr concert, both events guaranteed \$500 + tips and were very successful! Also, we learned that these events are hard work and would love to have more volunteer help!
- xiv. On 5.13, players, Mustangs, Whiskie and board members represented the NAZ Wranglers in the Prescott Valley Days parade. Board members provided truck, trailer and float building expertise, talent, and muscle for a successful parade entry. We got credit for being the loudest float in the parade cheering on the NAZ Wranglers.
- xv. 5.13 also kicked off our Shoe Drive competition against the AZ Rattlers to collect the most shoes for charity. Was able to work with Tucker Welch and received permission from Wranglers to have players make a video for the Shoe Drive. And... WE WON!!! Our amazing NAZ Wranglers fans helped beat the Rattlers by donating 125 pairs of shoes!!! The Shoe Drive closed out at the beginning of July and the Booster Club was able to donate 114 new pairs of shoes to US Vets and 11 used pairs to the DAV. Huge thank you to everyone who donated, including the Findlay Toyota group who dropped off approximately 25 pairs, Sharon Kirk who donated 10 plus pairs, FTC staff who donated shoes and \$100 donation from the DuBois to purchase new shoes. We can't say thank you enough for helping make this event successful.
- xvi. 6.3, the Booster Club organized a canned food drive for the PV Food Bank. We would like to see this event grow next year as the Food Bank helped with delivery and pick up of donations from Wranglers fans!
- xvii. 7.1, board members once again supplied truck, fuel, trailer, and parade float design skills since we were pros by now and appeared alongside players, Mustangs and Whiskie in the Prescott, World's Oldest Rodeo, parade! This was an amazing event to be involved in, huge crowds and we were entry 122 out of 140 entries on that very warm day!
- xviii. 7.27, thanks to Whiskie and in collaboration with the NAZ Wranglers, the Booster Club was able to host a sendoff rally for the Wranglers and the outpouring of fan support was amazing as a huge number of snacks, food and beverages were collected and brought to the parking lot that morning. Donations were so plentiful that not all of it could fit on the bus and Fred and Robin distributed to the players after their return.
- xix. 7.30, the Booster Club and fans turned out once again, this time to welcome our team home after a hard-fought battle against the Bay Area

Panthers who would go on to accomplish what the NAZ Wranglers did one year earlier. Another great turnout for a rally organized by the board and we were able to supply some doughnuts, snacks and beverages for players and coaches after a long drive home.

- xx. The board, on multiple occasions, arranged pick-up and delivery for Wrangler team meals during the week, often resulting in board members doing the delivery work. At least three home cooked meals were provided by the board for the entire team during the season.
 - xxi. On 8.6 and 8.7, board members Terry Merlihan, his lovely assistant and wife Kim, Jenny Real and Sandy Dessero joined coaches, Coach Moss' wife and son & NAZ Wrangler Jake Moss in cleaning out player apartments at Tapestry Apartments. While the players left their apartments ready for the next tenants, the board collected as many sheets, towels, pillow, etc., as possible that had been given to the players at the beginning of the season. All items collected will be inventoried, cleaned, and stored by the board for next season, we are already aware that some replacement items will be needed.
- c. Adopt a Player: Players have really enjoyed this program each year. In 2023, the Booster Club took over the operation from the Wranglers. Goal is to create a welcoming atmosphere for players & get some of their basic needs covered while away from home.
- i. Updates – For the most part, every player that wanted to participate was placed with a family at the beginning of the season, some families took on more than one player.
 - ii. The board did ask the players to sign a waiver at the beginning of the season if they wanted to participate advising the board and Booster Club would not be responsible for the actions of the adopting families nor player actions.
 - iii. Additional gatherings – For players that participated in the Adopt a Player program & even for those that didn't, there were some optional gatherings held like Easter dinner, off-roading trips, day trips to Phoenix, ball games, etc.
 - iv. Opportunities – Mid season adds/cuts of players proved difficult to keep up with, we came to learn that these changes could happen very quickly. Also experienced families dropping out of the Adopt a Player program with no notice to the players or the board. Players come to rely on the engagement and meals provided by the Adopt a Player program during the season and it was difficult to see players not have families support them throughout the entire time.
 - v. Changes for 2024
 - 1. No requests for specific players, it becomes difficult to navigate and players have shared that they enjoy meeting new families.
 - 2. Plans for midseason changes in players and family support.

3. Check-ins with players and families making sure no one who wants to participate is left out.

d. Charity Work

- i. Shoe Drive – We won! Our prior President, Jack Lumley, agreed to the Shoe Drive challenge when approached by the AZ Rattlers Booster Club. Through an incredible and generous effort, the NAZ WCBC donated 114 pairs of shoes to Operation Stand Down program. Shoe collection boxes were placed inside the FTC during Wranglers games, at the Hideout Bar, Amazon, Pudge & Asti's Bar, Grip Stone Climbing, FTC regional mgrs. office, \$100 monetary donation from the DuBois family, Sharon Kirk brought multiples pairs.
 - ii. On Sept 15th & Sept 16th Operation Stand Down is held by the US Vets organization helping unhoused by choice, veterans in need and preparing for the winter months to come. Board members will be volunteering on Saturday, Sept. 16th from 7:30am-12:30pm handing out bundles to veterans who sign up for the program.
 - iii. Food Drive was held at the FTC for the 6.3 Wranglers game. We knew it would be a challenge to transport what could be a very heavy amount of food collected. Partnering with the Prescott Valley Food Bank proved to work out very well for dropping off boxes and collecting donations. Again, something we'd like to see be even bigger next year.
 - iv. The board is interested in finding additional opportunities to make an impact on our community and organizing more events for Booster members to participate.
- e. Volunteer opportunities: Our biggest takeaway from the 2023 season, we will need more members to help with events if the amount is anywhere near or more than what was accomplished this year. That will involve more planning, possible committees and requesting support well in advance of events.
- i. Potential Support Categories: Food, fundraising, tailgating, outreach within the community and other areas, potlucks, sponsorships, donors, parties, parades, concessions runners, etc.

7. Kristi Goeke:

- a. Introduction: Current Assistant Event Coordinator, joined the board in February taking on vacated position. Season ticket holder with my husband. Employed full time, extensive background in education and grew up in the area.
- b. Responsibilities: Potlucks. Communicated, organized, & made sure all bases covered. There were 10 scheduled potlucks held during the year, rain, or shine, no matter how large or small the turnout of volunteers. Location, times & dates

were set by the team & coaches. Big thank you to those that came to the potlucks regularly & those that could only make it occasionally, all contributions were appreciated! Did some theme nights to encourage variety, along with no theme some evenings. Players were very appreciative of the food, beverages, leftovers, got creative with taking leftovers to their apartments. Also ensured those players who couldn't make the potluck, got a plate of food if weren't eating elsewhere. Completed setup, serving, clean up and tear down for all potlucks. Assisted with most events and helped with lines of communication.

- c. Stepped up to support 2 impromptu meals, a few times when Training Table sponsors were unavailable.
- d. Team started the season with 30 players & coaches, and about 10 spots that had some regular turnover.
- e. Often met players new to team, welcomed them to the area and sometimes helped them get around town and places they needed or wanted to visit.
- f. Used my jeep for one of our off roading events with the players and really made sure the players felt welcomed and enjoyed our small-town atmosphere.
- g. Able to arrange and provide a meeting space for tonight's all member meeting at no cost to the Booster Club.
- h. Player testimonials – The board asked for some feedback from players about their experiences. Terry, Kimberly, and I were able to reach out to several players and collect responses. Will read them here tonight and let you all guess who wrote them, reading as they were sent in:
 - 1. My adoptive parents were amazing all season, did a lot to make me feel at home. Was always able to focus on football because I felt taken care of. **Theo Majette, #0**
 - 2. I appreciate the Booster Club. At first I didnt try to get to know many of them but as I came around more and got comfortable around everyone it was an amazing feeling of home. I also felt a sense of care from everyone in the booster club. I would just want to say thank you and I appreciate all of you. **Travion Banks, #28**
 - 3. They are a loving family that excells in showing you all the hot spots around Prescott! ❤️ **Jamahl Johnson, #91, 2022 Season**
 - 4. My experience in Prescott was a great experience because everyone was so friendly and welcoming. Willing to go above and beyond for our family. The potlucks were my favorite because it

was a time everyone could get together and eat! Bring apart of nicks journey means a lot to me and I am glad this organization is so family friendly so Mahogany could be right there every step of the way! Thank you all ❤️💙 **The Watson family (Nick, #13, Mariah & Mahogany)**

5. My experience with my adopt a player was great. Week to week they showed love and gave me a home away from home. Being far away I needed that support and it kept me going. **Justin “Whiz” Whisenhunt, #7**
6. Im thankful for my stint with the wranglers booster club, it was very interesting. Weekly pot lucks with occasional trips to the mountains. The adopt a player was also good, being pared with K/TMerlihan was always a great time. We’ve done plenty things, Hiking the Sedona desert ... & can't forget that crazy jalapeño cheese dip👍👍! - **j.Neal #10/2 (Jerrime Neal, #10, #2)**
7. I personally believe that the adopt a family is a program that is actually beneficial to the players. It's a home away from home pretty much. The families really take you into their homes and treat you like you were one of their own. Their children even look at you like true sibling. This also allows players to become a part of the community. Overall, the adopt a family program helps players and never hinders them. **Trae Meadows, #4, 2022 Season**
8. Booster club was a big help to me as a player. It was great to have the adopt a player program to help get things like groceries and food and to feel more part of the team. Pot luck dinners was a nice way to interact with those behind the scenes, to be fed and to feel more connected with the fan base. **Conor “Dropkick” Mangan, #25**

8. Questions & Answers & Comments:

- Hilary Norton board member of the Rattlers Booster Club & card-carrying member of the NAZ WCBC shared that we do have a great opportunity in Wrangler Country with the guys, able to interact on the field after games, potlucks, Adopt a Player, and to get to know them. An event the Rattlers BC does at the end of year is a membership drive that allows members to buy dinners and attended by 75% of team at a chosen location. Players have a choice of whether to attend or not, majority of guys attend the event.
- Conversations came up around what was missing in the 2023 season, a few items included no pizza or lanyards during the Season Ticket Holder event, no Port a Potties outside during tailgating. Did learn that the radio station runs the tailgating activities.

- Short discussion about transportation to/from games, specifically for veterans, was shared that US Vets usually support rides for vets.
- The Booster Club board will be reviewing the season for wins and opportunities as well as planning for next season.
- Robin DePalma did share she is planning some off-season events that the board will help support, may need volunteers for same.
- NAZ WCBC member Jill Albers shared some thanks with the board for all the work done this year.
- The board recognized the Vaughn's, Stephen & Janet, for hosting an event with the Adopt a Player families & players.
- The board recognized Sharon Kirk for her regular and helpful attendance at potlucks and support during the Shoe Drive.
- The board wanted to thank all the sponsors and donors, Adopt a Player families and all the inaugural, Booster Club members for their support and understanding when we got things right and letting us know where we could do better next year.

President Terry Merlihan thanked everyone for coming out to the meeting this evening and called the meeting to a close.

Meeting adjourned at 8:04 PM.