



Minutes for JAF

March 15th, 2021

Call to Order

A meeting of the Jefferson Athletic Foundation (JAF) was held on Zoom on Monday, March 15, 2021. The meeting was called to order by Amy Christiansen at 6:36pm.

Attendees

Members in attendance included: Tom Kendal, Amy Christiansen, Denae Frampton, Grant Effertz, Bob Christiansen, Kris Roach, Christy Warner, Casey Birkholz, Virg Senescall, Dawn Acker, Sean Padden, Judy Brazell, Tania Ishaug, Traci Peters, Rick Larson, Ali Peacha, Kristi Lueth, Steve Wendorf, Mary Kay Narveson and Tammy Tessier Kealy

Members not in attendance include: Cathy Currier, Deb Sieling, Eric Dallmann, David Rau, Todd Goedderz, Christy Everett, Len Walworth, Monica Flis, and Jim Gathje.

Minutes

Tom Kendal made a motion to approve the minutes from the February 2021 meeting. Denae Frampton seconded the motion. The motion carried.

Email Motions:

No email motions

Committees

Four Committees:

- **Marketing/Communications** – develop and implement a marketing and communications strategy for the JAF including the brand and message. Develop platforms and execute for effective communication (online media channels, exhibits and collateral). Plan and execute State of the School and other events
 - Committee members: Christy Warner, Ali Peacha, Eric Dallmann, Grant Effertz and Dawn Acker
 - Committee is meeting to re-evaluate the plan
 - 30 second spot is close to being finished. It will be shared with entire board, BET TV, posted on our social media sites and please share and post anyway you would like
 - Continue to share our page on Facebook and LinkedIn, our numbers continue to grow
- **Gaming** – provide oversight of gaming operations including: Auditing of closed games, Inventory, Review of monthly reports, and Review of annual reports. Other duties to maintain compliance as noted in the MN Gaming Control Board Internal Operations and Oversight: <https://mn.gov/gcb/assets/ch-10-internal-operations.pdf>
 - Committee members: Bob Christiansen, Deb Sieling, Tanya Ishaug, Judy Brazell, Denae Frampton, Todd Goedderz, Ann Rinnman and Tammy Tessier Kealy
- **Strategic Direction** – develop strategic initiatives, including a three to five-year strategic plan with measurable goals and time targets, aligning to the mission and vision of the JAF
 - Committee members: Tom Kendall, Christy Everett, Mary Kay Narveson and David Rau
- **Alumni** – identify and engage alumni
 - Committee members: Traci Peters, Amy Christiansen, Len Walworth and Rick Larson

Gaming Report

Bob Christiansen, Gaming Manager

- Had a good month, made \$11,000 profit with just one site
- Business has doubled at Nothstar, we are trying to find a another site – if you have any ideas or suggestions please let us know
- Hours have been extended at Northstar, starting at noon most days

Monthly Financials

A copy of the LG1004 Monthly Gaming Report was emailed to the gaming committee. Christy Warner made a motion to approve the estimated allowable expenses (\$32,160) for March, 2020. Bob Christiansen seconded the motion. The motion carried.

The estimated allowable expenses are as follows:

- Payroll: \$12,000
- Pull tab product: \$4,000
- Etab Revenue: \$1,000
- Site Rental: \$1,750
- Office Supplies: \$500
- Office Rent Storage: \$525
- Accounting Legal/svc: \$300
- T-Mobile \$85
- Monthly Gambling tax: \$12,000

Treasurer Report

Grant Process

- If a club has sent in their paperwork, Amy has responded to everyone that the information has been received
- A few clubs still need to get their information in by the end of the month.
- April 30th grant applications are due
- At the end of the year, we give out any extra money in May.

Open Comments:

- Please thank Rob the General Manager at Freeway Ford for the \$2000 donation.
- Spring sports bring your updated team poster to NorthStar and they will hang them up

Adjournment

The meeting was adjourned at 7:19pm by Amy Christiansen.

Tammy Tessier Kealy

Secretary, Tammy Tessier Kealy

April 19, 2021

Date