



Minutes for JAF

Jan 18th, 2021

Call to Order

A meeting of the Jefferson Athletic Foundation (JAF) was held on Zoom on Monday, January 18, 2021. The meeting was called to order by Amy Christiansen at 6:33pm.

Attendees

Members in attendance included: Tom Kendal, Amy Christiansen, Denae Frampton, Deb Sieling, Grant Effertz, Eric Dallmann, Bob Christiansen, David Rau, Kris Roach, Christy Warner, Virg Senescall, Sean Padden, Tan Le, Judy Brazell, Todd Goedderz, Christy Everett, Len Walworth, Monica Flis, Sara Wang, Jim Gathje, Tania Ishaug, Lisa Riedesel, Traci Peters, Rick Larson, Ali Peacha and Tammy Tessier Kealy

Members not in attendance include: Cathy Carrier

Ann Rinnman has resigned as President of the foundation.

Minutes

Bob Christiansen made a motion to approve the minutes from the December 2020 meeting. Denae Frampton seconded the motion. The motion carried.

Email Motions:

- On January 6th, 2021

Bob Christiansen made a motion via email for a vote that we be allowed to add the 7th game over to Northstar and for approval that the game bank for it to be added (\$1000) and for the onsite reserve bank to be increased \$500 to \$2000 total. Amy Christiansen seconded the motion. The motion carried. (Vote was unanimous)

- On January 26th, 2021

Amy Christiansen made a motion via email for a vote that the Marketing Group be allowed to spend up to \$500 to hire an animator to help with creating a short commercial to promote the Jefferson Athletic Foundation. Denae Frampton seconded the motion.

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
 - Marketing group will be send examples that we can use when talking about the foundation at booster meetings, emails we can send out to the help us with the requests below:
 - Booster club speech
 - Who do you know that can would be willing to be participate in a focus group

- Reach out with social media, please like JAF page on Facebook and add the JAF logo on your LinkedIn
 - Marketing is focusing doing it different as we do not have the State of School or season passes:
 - Social media – ask people to follow, add logo to your sites
 - Please send photos of your sports so we can post them and cause a buzz
 - Info graphics
 - Website
- **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

- Sensors is closing, Bob went and took down the gaming booth. Thank you, Bob as it was a bigger project than anyone thought.
- Gaming is looking for a new site. Business is good so far. Please go to Northstar and send your friends
- PPP 2020 loan is gone and done. Forgiveness forms were submitted with the state
- PPP 2021 loan application was submitted Monday 11th in the afternoon. Waiting to hear back.

Monthly Financials

A copy of the LG1004 Monthly Gaming Report was emailed to the gaming committee on January 14th. Bob Christiansen made a motion to approve the estimated allowable expenses (\$20,060) for January, 2020. Kris Roach seconded the motion. The motion carried.

The estimated allowable expenses are as follows:

- Payroll: \$7,400
- Pull tab product: \$2,000
- Etab Revenue: \$2,500
- Site Rental: \$1,750
- Office Supplies: \$500
- Office Rent Storage: \$525
- Accounting Legal/svc: \$300
- T-Mobile \$85
- Monthly Gambling tax: \$5,000

Treasurer Report

- Financials were sent out to the board on January 14th, 2021.
- Researching a “Donate” button for our website. Grant reached out to RBCU and waiting to hear back. Deb will follow up with them as well.

- Confusion on which booster club is under our 501-3C and which has their own. According to the bank, four clubs are under ours and the rest, are they on their own? Are they filing taxes? Deb has reached out to our tax attorney, other board members and it is just not clear. She is working on cleaning up the books.

Grant Process

Amy Christiansen reminded clubs that financial information needs to be sent in by the end of the month, January 31st.

- Income statement
- Bank reconciliation
- Copy of recent bank statement (one month)
- Copy of recent booster club meeting minutes (one meeting)
- Copy of check register

Committee Breakout

Four committees meet to select a leader/contact person

Marketing Co-leads:	Grant and Christy
Alumni:	Kris
Gaming:	Bob
Strategic Planning:	TBD

Adjournment

The meeting was adjourned at 7:27pm by Amy Christiansen.

Tammy Tessier Kealy

Secretary, Tammy Tessier Kealy

January 26, 2021

Date