



Minutes for JAF

Feb 15th, 2021

Call to Order

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

Attendees

Members in attendance included: Tom Kendal, Amy Christiansen, Denae Frampton, Grant Effertz, Bob Christiansen, Kris Roach, Christy Warner, 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, Jim Gathje, and Lisa Riedesel

Minutes

Amy Christiansen made a motion to approve the minutes from the January 2021 meeting. Denae Frampton seconded the motion. The motion carried.

Email Motions:

Amy Christiansen made a motion that JAF Gaming be allowed to apply for the 2nd round of PPP loans from the government. Kris Roach seconded the motion. The motion carried.

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
 - Focus Group: 11 participants
 - They did not know JAF was run by volunteers
 - Non-monetary benefits of being a member of JAF
 - Dome – show a large number of people\group behind project
 - Help with new\smaller booster clubs – on-line, support
 - JAF does not compete with booster clubs
 - Need to clarify gaming money and the benefits
 - What season passes mean to families
 - Supported communication and expanding to more than athletics
 - Budget for the 30 second script\voice over was approved now putting it together
 - Need to share our social media sites:
 - 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

- Do a half time interview for BET
 - Reach out to elementary and middle schools, so parents start to know and understand what JAF is and The value of season tickets
 - Marketing will create static ads for club team pages
 - Create a You Tube orientation “tutorial” video for new users\members of a booster club
- **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

- Board liability insurance is due
- Bank accounts – My Credit Union got new debt cards, if you have a card please make sure you get your new one
- NorthStar added more hours, please go support them.
- Working on the month-end-reports

Monthly Financials

A copy of the LG1004 Monthly Gaming Report was emailed to the gaming committee on February 16th. Denae Frampton made a motion to approve the estimated allowable expenses (\$18,760) for March, 2020. Amy Christiansen seconded the motion. The motion carried.

The estimated allowable expenses are as follows:

- Payroll: \$7,400
- Pull tab product: \$3,000
- 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: \$4,200

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.

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 7:34pm by Tom Kendal.

Tammy Tessier Kealy

Secretary, Tammy Tessier Kealy

February 16, 2021

Date