



Agenda for JAG Foundation Board Meeting 8/16/2021

- Call to order & attendance
- Approval of July Minutes
- Discussion –
 - Season passes – Amy
 - August homework –
 - Ask coach/booster group if they would benefit from storage space in lockers at JHS.
 - Send pics of your sport to Christy for use in social media.
- Gambling review/update/approvals – Denae/Tony
 - Executive Summary/Update on the past 30 days
 - Review Monthly Income Statement
 - Approve Next Month's Expenses
 - Questions
- Treasurer's report:
 - Motion: Visibility to booster club accounts
- Board Recap
 - Vote on nominee for VP Alumni: Kristine Myers
 - Open JAF positions for 2021-2022 School Year (July-June)
 - VP Admin, VP Sponsorship, VP City/School Support
- Committee Updates
 - Marketing Updates
 - Emailed city council to learn more about the City of Bloomington allowing outside charities to come into Bloomington charitable gambling locations.
 - Updating the Marketing Plan and will send it around by the end of August.
 - Focus on social media, alumni outreach.
 - Additional metrics goals noted below (for discussion!).
 - Season Pass sales:
 - Middle School Open Houses (ALL): Sept 2, 3-7 pm
 - Jefferson Jump Start: Aug. 25, 11 am – 7 pm
 - JHS first home football game: Sept 2, 6-8 pm
 - Strategic Planning
 - Alumni
 - Gaming
- Adjourn

Date	Goal	Status
Nov 2020	Multiply the number of Facebook Likes from 325 to a goal of 2,000.	533 as of 8/21
Nov 2020	Launch LinkedIn Page and achieve 500 follows.	27 followers as of 8/21
Nov. 2020	By this time next year, realize a grant increase to \$25,000 (vs \$14,000 average per year in previous years)	We granted \$70,000 in May 2021.
August 2021	Grow FB likes to 1,000 by Summer 2022	
August 2021	Grow LinkedIn follows to 200 by Summer 2022	
August 2021	Grants: pay out \$100,000 for May 2022	