



Minutes for JAF

September 19, 2022

Call to Order

A meeting of the Jefferson Athletic Foundation (JAF) was held in the choir room at JHS on Monday, September 19th, 2022. The meeting was called to order by Tania Ishaug at 6:31pm.

Attendees

Members in attendance included: Tania Ishaug, Bob Christiansen, Mark Morrow, Molly Doyle, Grant Effertz, Amy Christiansen, Kim Gehant, Christy Warmer, Collen Stocker, Tammy Tessier Kealy, Kristine Myers, Tony Gilardi, Bill Shermack, Jean Gonzalez, Bryan Jarabek, Kristin Arth, Keith Carnish, Kirsten Roulan, Jeremiah Bican, John Rash, Lori Wolf, Nikki Krakow, Rebecca & Karl Knoblauch, Traci Peters, Lou Powers, Dennis Senne, Kristine Myers and Krista Pearson

Minutes

Tania Ishaug made a motion to approve the minutes from the August 2022 meeting with an update to month of next meeting. Christy Warner seconded the motion. Motion carried.

Email Motions:

No email motions

Discussion

a. Season pass sales:

Total Tickets Sold 2022/2023						
	Student	Adult	Senior	2022 Total	Dollars	2021 Totals
Jumpstart	232	68	37	337	\$14,175	463
Football	49	11	3	63	\$2,590	67
Boys hockey mtg	16	21	2	39	\$2,030	49
Cross country mtg	2	1		3	\$140	
Girls soccer mtg	16	6	2	24	\$1,050	
Boys soccer mtg	12	15	9	36	\$1,785	
JHS Office sales (thru 9/14)	45	14	7	66	\$2,800	5
Totals				568		583

- Thank you to:
 - Grant Effertz, Tania Ishaug, Kirsten Rouland and KIDS, Kristin Gorman for selling at Jump start
 - Kristine Myers, Keith Carnish, Jen Sorenson for selling at first football game!
 - Krista Pearson for and organizing the football sales!
- Just gave to season passes to North Star on August 29th, promoted on website
- Jump start 2022 was WAY DOWN from previous years, but sport groups and athletic office are up
- Gave away two adult passes at the What's Brewing Event, both passes have been claimed!
- Gave Kennedy 300 student and 200 adult
- We will pay district ISD 271 per season pass sold:
 - \$25 for students \$35 for adults \$25 for seniors

- b. Bylaws review/revisions
 - A Committee was formed (Tania, Mark, Amy, Lisa and Christy) and will begin going over our current bylaws and will bring updates to the meeting
- c. Quarter page ads for programs
 - If you have a program for your sport, JAF will buy a quarter page ad. Reach out to Colleen (Treasurer) and Eric (Branding & Design)
- d. Taxable donations (>\$600)
 - A group got taxed for transactions on Venmo. JAF has decided to use Cheddar Up as they specialize in non-profit groups
 - Going to have AI come in and answer questions regarding accounting and taxes
- e. Bus for football game at TCOS
 - Amy Christiansen made a motion for JAF to pay for a bus on 10/18 to go from JHS to TCO, high school students only for \$400. Christy Warner seconded the motion. Motion Carried.

Gaming Report

Tony Gilardi

- CW has closed for two months for remodel. They will open under the name of Full Tilt. They are building a new pull tab booth for us. We donated \$5,000 towards the booth.
- Tony Gilardi presented the payouts for the month August, a total payout of \$4,970

Meat Raffle:

○ Boys Soccer	\$330
○ Sync Swimming	\$270
○ Cheer	\$270
○ Girls Swim/Dive	\$250
○ Cross Country	\$350

Bingo – Carmines:

○ Boys Hockey	\$400
○ Gymnastics	\$400
○ Girls Tennis	\$400
○ Boys Basketball	\$400
○ Nordic	\$400

Bingo – CW's:

○ JAF Board	\$0
○ Softball	\$500
○ Girls Hockey	\$500
○ Boys Soccer	\$500

Monthly Financials

A copy of the LG1004 Monthly Gaming Report was emailed to the gaming committee and the allowable expenses were read to attending JAF board members. Christy Warner made a motion to approve the estimated expenses (\$197,785) for the month of October 2022. Bob Christiansen seconded the motion. Motion carried.

The estimated allowable expenses are as follows:

- Payroll: \$ 24,000
- Pull tab product: \$ 18,000
- Etab Revenue Share NorthStar: \$ 6,000
- Etab Bingo NorthStar \$ 500

- Site Rental: NorthStar \$ 5,000
- Site Rental: Carmines \$ 5,500
- Rev Share: Carmines \$ 8,000
- Etab and EBingo Carmines: \$ 1,500
- Site Rental: CW's \$ 7,000
- Pilot Games Rev Share: CW's \$ 10,000
- EBingo Rev Share: CW's \$ 1,000
- Office Rent Storage: added space \$ 1,000
- Accounting Legal/svc: \$ 600
- T-Mobile \$ 85
- Office supplies \$ 1,200

The estimated Lawful Purpose Expenditure are as follows:

- Monthly Gambling Tax \$ 45,000
- Gambling Licenses \$ 900
- Donations: Meat Raffle/Bingo \$ 5,500
- Donation: JAF \$ 40,000

Treasurer's Report

- We have \$99,884 in the checking account
- Cheddar Up is up and running (our electronic payment processor)
 - We are asking parents to pay the fees, so far no push back

Board Recap

Open positions for the board are below. Terms are for the 2022-2023 school year.

VP Volunteer Coordinator- OPEN

1. Through Sign up Genius, ensure that gaming events (Bingo, meat raffle) are staffed by the required amount of volunteers.
2. Communicate with the volunteering team's representative to ensure that they understand what is needed from the volunteers.
3. Ensure that gaming events are being promoted through email and social media by the volunteering team.
4. Provide JAF Board with regular status updates.
5. Attend at least 9/12 monthly meetings per year.

Committees

Four Committees:

- Committees – Here are committee updates to for 2022/2023
 - **Marketing/Communications**
 - Committee members: Christy Warner, Eric Dallmann and Grant Effertz
 - Building awareness – re-writing marketing plan
 - Top 10 Things to know about JAF:
 - Who & what we are about
 - Need to get more people involved in our foundation
 - Have good exposure on Facebook, need to get more exposure on LinkedIn
 - Please update your Member Services Tab
 - Club roster and pictures
 - Update all the information on the form
 - If you have an external website, we will post that as well
 - Photos – please keep sending them in
 - Any ideas – would love to hear them
 - Any help you can offer will gladly be accepted
- **Gaming**

- Committee members: Bob Christiansen, Tony Gilardi, Denae Frampton and Tammy Tessier Kealy
- **Strategic Direction** – had the floor for the last part of the meeting to go over their approach
 - Committee members: Molly Doyle
 - **What do we want to accomplish?**
 - Develop strategic goals (both long range and short term) and a plan of action to reach those goals which will allow JAF to accomplish its mission and in doing so, make a meaningful and lasting impact on our constituents and community.
 - Desired outcome: The strategic plan will provide an agreed upon context for efficient decision making and effective actions and allow JAF to accomplish its stated goals.
 - Time horizon: Looking 5 years out - what do we want to have accomplished? What impact do we want to have had? Then backing that up to 3 years from now - what will be accomplished/what will need to be done? Then 1 year out - so in this next year - what will we need to accomplish to allow us to reach our long term and short term goals.
 - Develop a detailed plan of action for Year 1.
 - It may not be feasible to have strategic planning impact our grants for Nov/Dec 2022.
 - The goal might be to have this in place by the start of 2023.
 - **General categories/aspects that strategic planning should include:**
 - Providing Grants/Funding Priorities - how do we make funding decisions for short term and long term, larger ticket items, etc.
 - Generating Income - how to ensure stable and growing income (any risks with charitable gambling?), consider opportunities to diversify / continue to grow our revenue sources
 - Operations - how do we manage the organization to reduce effort, increase our impact, measure/promote our value, etc
 - **Question:**
Is the current mission statement on the web site correct?
- **Alumni**
 - Committee members: Amy Christiansen and Kristine Meyers

Open Comments:

The next meeting for JAF will be October, 17th at 6:30pm Choir room at JHS. Everyone is welcome to attend.

Adjournment

The meeting was adjourned at 7:31pm by Tania Ishaug.

Tammy Tessier Kealy

Tammy Tessier Kealy

October 13, 2022

Date