



Minutes for JAF

March 20, 2023

Call to Order

A meeting of the Jefferson Athletic Foundation (JAF) was held in the media room at JHS on Monday, March 20, 2023. The meeting was called to order by Christy Warmer at 6:32pm.

Attendees

Members in attendance included: Mark Morrow, Molly Doyle, Grant Effertz, Amy Christiansen, Krista Pearson, Kim Gehant, Christy Warner, Colleen Stocker, Tammy Tessier Kealy, Eric Dallmann, Tony Gilardi, Karrin Lunneborg, Melissa Burkhardt, Mr. Jarabek, Kristin Arth, Keith Carnish, Dennis Rouland, Kim Gehant, Jeremiah Bican, John Rash, Beth Ann Larson, Kari Lahl, Karl Knoblauch, Kristi Leuth and Dennis Senne.

Minutes

Grant Effertz made a motion to approve the minutes from February 2023. Molly Doyle seconded the motion. Motion carried.

Email Motions:

Tony Gilardi made a motion for board approval of \$14,000 to refund the booth at Full Tilt. Denae Frampton seconded the motion. Motion carried.

Guest

Chad Nyberg, AD of Jefferson High School.

- Chad has been the Athletic Director for Jefferson since 2013, before that he was a teacher at Jefferson and Edina. His position of AD encompass both Athletics and Activities and his annual budget is \$18,000.

Questions asked of Chad:

- Value of JAF – appreciates the money support JAF gives to the sports. We are a 501c(3) which helps them with their taxes and gives them tax exempt status.
- Have you seen an increase in participation – have not seen an increase in numbers, school does not turn away any child that wants to play
- Capital Expense
 - Around 2014 put the scoreboard in the gym for basketball and volleyball
 - Last year – some new lights and a sound board in the auditorium
 - How he evaluates if he is going to use his budget for an expense:
 - if something is working, not going to fix it
 - how much is the booster cubs /groups willing to work and put towards the cost
- Electronic season passes – would love to take it back, but he needs to some research first
 - If school takes it back, it will be electronic
 - Tickets will be sold on-line
- Any data or information we can supply you?
 - Appreciates that he does not have to manage or make decisions with the boards
 - He does not want to know our budget
- How coaches are evaluate?
 - Parent and kid surveys
- How do we get to participate or get involved? Any advice you can provided?

- He is very concerned about the future of booster clubs and organizations like ours, as he is noticing less involvement from parents and cannot find people to hire to fill some spots at sporting events and tournaments.
- How to get more kids from the east side over to west side so they can participate in sports offered at Jefferson
 - Try and get a bus is impossible as there are not enough drivers
 - It is a challenge

Gaming Report

Tony Gilardi

- Hopefully everyone is seeing all the advertising for our events being done on the Jefferson_Athletics_Foundation Instagram account.
- March is our busiest month
- Spring sports make sure you get your team photos to Tony, He needs two one for North Star and one for Carmines

Tony Gilardi presented the payouts for February, for a total payout amount of \$4,540.

Meat Raffle - Northstar:

- Girls Lacrosse \$270
- Girls Basketball \$250
- Girls Lacrosse \$210
- Softball \$210

Bingo – Carmines:

- Boys Swim/Dive \$400
- Boys Lacrosse \$400
- Girls Lacrosse \$400
- Alpine \$400

Bingo – Full Tilt:

- Girls Soccer \$500
- Gymnastics \$500
- Boys Swim/Dive \$500
- Boys Basketball \$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. Mark Morrow made a motion to approve the estimated expenses (\$258,425) for the month of April 2023. Grant Effertz seconded the motion. Motion carried.

The estimated allowable expenses are as follows:

- Payroll: \$ 30,000
- Pull tab product: \$ 20,000
- Etab Revenue Share NorthStar: \$ 6,000
- Etab Bingo NorthStar \$ 600
- Site Rental: NorthStar \$ 5,000
- Site Rental: Carmines \$ 10,000
- Rev Share: Carmines \$ 9,000
- Etab and EBingo Carmines: \$ 1,600
- Site Rental: FT's \$ 10,000
- Pilot Games Rev Share: FT's \$ 15,000
- EBingo Rev Share: FTs \$ 3,000
- Office Rent Storage: added space \$ 1,000

- Accounting Legal/svc: \$ 600
- T-Mobile \$ 85
- Office supplies \$ 4,000

The estimated Lawful Purpose Expenditure are as follows:

- Monthly Gambling Tax \$ 75,000
- Donations: Meat Raffle/Bingo \$ 4,540
- Jefferson Athletic Foundation \$ 45,000

Treasurer's Report

- We have \$168,712.79 in the checking account

Board Recap

If you have questions regarding how many volunteer events you have done for the year or questions regarding the events reach out to Kim Gehart.

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.

President/CEO – OPEN

1. Gaming site administration – specifically displayed documents
2. Employee management – manger, assistant managers and sellers hired by manager
3. Gaming accounting and administration – auditing games they have audited for accountability
4. Gaming communications – reading monthly reports
5. Provide JAF Board with regular status update when manager or assistant manager is unavailable
6. 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
 - Please take pictures with what you do with the money from the grants and year end payout. Really helps shows how the sports are using the money. Send the pictures to Christy and she will post them on social media
 - 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**
 - Committee members: Molly Doyle
 - Went through the detail Strategic Plan – Findings, Marketing, Metrics and Mission. Executive Board will go through and bring to the board on how to support the plan.
- **Alumni**
 - Committee members: Amy Christiansen and Kristine Meyers

Open Comments:

The next meeting for JAF will be April 17th at 6:30pm in the media room at JHS. Everyone is welcome to attend. .

Adjournment

The meeting was adjourned at 7:31pm by Christy Warner

Tammy Tessier Kealy

Tammy Tessier Kealy

April 13, 2023

Date