

Oak Ridge HS Sports Boosters Club Board of Directors Meeting Agenda, November 20, 2023.
9am via Zoom

Start: 9:00

Attendance: Val Yergensen, Ashely Molloy, Margaret Crannell, Grace Cha, Andrea Gregor, Heather Sikes, Teresa Young, Mary Ellen Towne, Bill Wagner

Agenda / Minutes :

1. Old Business See https://www.orsb.org/agendas_and_minutes.php for previous meeting minutes.

Highlights Recap - not specifically discussed due to time constraint, send any questions to Bill

- i. partner with Athletics to purchase Stadium Video Display Board. expands sponsorship fundraiser opportunities for ALL teams.
- ii. 1 yr Umpqua Bank CD - interest goes toward video display board investment
- iii. no team distributions last year (22/23) due to lower All-Sports Pass revenue and GF investment in video display board that provides new fundraising op for all teams.
- iv. GF scholarship suspended pending budget review and selection process
- v. Mary Ellen Towne and Terri Young coordinate ORSB Administrative meeting frequency/schedule as needed to address issues and coordinate weekly/monthly/annual backoffice cycles. Bill / Mary Ellen / Terri meet as needed to coordinate ORSB Corp. business, e.g., Taxes. Bill coordinates general business meetings with the full board each semester (fall / spring).

2. 1st Semester Distribution, \$5500 total, \$500 / Brd Mbr, Volunteer

* Volunteer Recognition: Emily Rose Hickey - summer checks - **Football**

* Volunteer Recognition: Jessica Womack - summer coordination - **Football** (added during after the meeting review, bw met)

- o Val Yergensen - All Sports Pass Coordinator - **Women's Basketball**
- o Ashely Molloy - Square Device/Cashier Administration, FB Deposit Prep - **Football**
- o Margaret Crannell - Corp Donation/Employer Match Coordinator and AD Admin support - **Women's Basketball**
- o Grace Cha - e-Transaction Reporting - **Cheer & Stunt**
- o Andrea Gregor - Bank Deposits - **Dance**
- o Heather Sikes - Chk Signer - **Women's Tennis**
- o Terrssa Young - Treasurer: Checks / Bookkeeper / Team Reports - **Track & Field**
- o Mary Ellen Towne - Secretary: Parent Mtgs / Athletics Point of Contact / Chk Signer - **Women's Volleyball**
- o Bill Wagner - President - **Wrestling**

Team	Amt	Team	Amt	Team	Amt	Team	Amt
Football	\$1500	W Tennis	\$500	Cheer & Stunt	\$500	W Volleyball	\$500
W Basketball	\$1000	Track & Field	\$500	Dance	\$500	Wrestling	\$500

3. General Fund Finance Report - GF Balance as of October 31st is \$31,330.97

General Fund: Proposed Budget for 2023 - 2024 School Year

Item	Budget	Comment
Starting Balance (7/1/2023)	-\$2,284	Based upon previous year unless noted otherwise Partnered with Athletics on stadium reader board (\$22,000). The reader board is available to all teams to use recruiting advertising income
Banking Fees	-\$600	Monthly bank fees: umpqua: \$30, PayPal: \$20 , (square subtracts from each transaction)
Accounting	-\$1,510	Annual Report to IRS (Form 990), Generate 1099's for ORSB direct pay stipends
Corp Fees	-\$200	Renew non-profit status with CA DoJ, increased from \$75 to to \$200 for income >\$1M
Sports Trainer (Reubin Z)	-\$10,488	
Technology/Website	-\$277	Continue with self service updates
Scholarships	\$0	Under review
Administrative	-\$400	switched to lower cost laser check to print direct from QB and use bank stamp on FRF for deposit slip
Board Directed Team Donations	-\$12,000	Recruit & train new board members,currently 9, recommend 12, e.g., add: website admin, more support for treasurer's jobs
Donation to All Teams	-\$24,000	\$0 last year, invested in the new stadium reader board. Return to practice of \$1000 to each team in 2nd semester
Gifts	-\$200	AD & AD Admin end of year appreciation Gift
All-Sports Pass	\$38,794	YTD: ~\$30,000 before winter and spring sports.
CD Interest Income	\$14,000	Review renewing CD for another year in June
Ending Balance (6/30/24)	\$835	Positive, but insufficient to fund scholarship for '23/24 SY

4. Square Terminal / Processing Update and Tips (Ashley Molloy)

Info Update: Athletics recently purchased a Square terminal that is available for all teams to use. Credit Card charges can be taken through this terminal without the need for loading the square app to an individual phone, and payments can be taken offline if an internet connection is not available, and batch processed when reconnected to the internet. Please coordinate directly with Ashley for setting up new Square cashiers and more information about checking out and using this device.

Discussion Recap:

Several teams now have experience in using Square: Cheer & Stunt(Grace Cha), Football (Ashley Malloy), Women's Volleyball (Mary Ellen Towne), Women's Basketball (Margaret Crannell), Athletics (Steve White). Here are some important lessons learned:

- 1) A Cheer & Stunt parent was not properly logged into the ORSB Square account but to another Oak Ridge Square account when working a Cheer & Stunt event. So the charges from their device were credited to the other (wrong) Oak Ridge account. Fortunately, and with no small amount of extra effort, these charges were reversed and correctly re-charged to the ORSB account and credited to the proper team (Cheer & Stunt). TIP: ensure cashiers' devices are logged into the Oak Ridge Sports Boosters account before the event. An after-event reconciliation of charges taken by each device and charges credited into the ORSB Square account can catch errors sooner than later. Contact Grace, Ashley or Bill for more information about how to check individual devices and how to get a report from Square.
- 2) Football found using the new Square terminal to be convenient, helpful and increased Snack Shack sales, though they did experience some loss from charges taken while the system was offline that were later rejected by Square when the system reconnected to the internet. These are charges rejected during "batch processing" by the respective bank, e.g., card expired or canceled, and FB does not have any additional card holder information for follow up with the individual card holder to correct the sale. FB had to "write off" those rejected sales and considered it the cost of doing business over the convenience of the additional revenues received by accepting credit cards.
- 3) Women's Volleyball has some experience in generating / using a QR code for card holder self-service payments directly to Square.

- 4) Internet connectivity is an issue on campus, especially at large events when there may be thousands of other cell phones trying to connect to the same OR guest wifi network. Margaret to inquire on more info/options, as this is also an issue with the Go-Fan app for staff working event admissions, and follow up with Bill if there is an opportunity for a joint project with Foundation on a wifi infrastructure upgrade.
- 5) New iPhones are able to use “tap” through the Square app and do not need a separate Square card reading device connected to the phone.
- 6) The AT&T cellular network seems to have the best signal on campus, and may help influence the choice of volunteers toward those that have AT&T cell service so they can either directly connect the Square app on their cell phone or link the Square terminal to a hotspot on their cell phone.

5. Scholarship: Suspended based upon insufficient funds from budget projection, will revisit next spring for SYr 24/25.

6. Spring Meeting Date - Early April, after spring break (March 25 - 29), ~ Monday April 8th.
Tentative agenda: Confirmation of 24/25 BOD, Confirm 2nd Semester Redistribution.

Adjourn 9:33am

Summary of general discussion and additional comments from the President

The club financials are stable thanks to a combination of cost reducing actions and revenue recovery associated with all-around improved understanding and familiarization with the Go-Fan mobile tickets. General Fund Balance as of October 31st is \$31,330.97.

Cost Reductions: Checks used to print directly from QB are lower cost than those used for writing by hand, and printing directly from QB is lowering errors associated with hand-writing and reading the handwritten check by all involved.

Revenue Recovery: Income from the Go-Fan All-Sports Pass is improving from last year, though revenues are still not to the previous level of the original Gold Card, anticipating this trend to continue as parents gain more confidence with the mobile pass and more spring sports are charging admission, further increasing the value of the All-Sports Pass.

Kudos all around to everyone involved in the back office financial process / checks and deposits! Special thanks and shout out to Terri Young for her leadership and extra efforts of the whole check writing team in coordinating the weekly check cycle; Terri Young, Heather Sikes, Mary Ellen Towne, Jessica Womack.

Unfortunately (for ORSB), Terri is graduating from Oak Ridge this spring, along with her youngest student athlete ;-).

It is better to recruit new/additional help to the Treasurer's team now, so as to train-up and take over the check writing/bookkeeping/team reports tasks during the school year when there is a regular work flow and everyone is around to answer questions, than during the summer when the AO is closed and people are out of town on summer vacations and then experiencing trial by fire when fall madness strikes in August.

If there is another BOD member interested in taking on a new role or if you know of another interested and available parent, please call Bill and/or send inquiry to PRESIDENT@ORSB.org. NOTE: This also brings more monies into the individual team subaccounts through BOD directed GF donation to team for volunteer recognition and appreciation (\$1000 per BOD volunteer), as good or even better than a team fundraiser. As an alternative, the executive BOD

is investigating the options for using a *paid* local bookkeeper, who is already familiar with Quickbooks, to assist with the weekly check writing workflow, estimating the cost to be ~ \$5000 to \$7000 a year. Though this is not a huge expense, it would further reduce available General Fund resources for team distributions.

Trojan Stadium Video Display Board (Sponsorship Advertising) - this is a fundraising opportunity that is available to ALL teams and the ORSB General Fund. The team recruiting a successful sponsor receives the financial benefit. For example, \$200 per event, \$500 per season (Fall/Winter/Spring/Summer), \$1000 per year, Ad design services available for additional fee. Ad's rotate every 10 seconds, Stadium events are commonly attended by 4000+ EDH residents. THIS IS A NEW PROGRAM! This person will work directly with the OR Athletic Director and Trojan Pride Marketing Coordinator to further develop the sponsor program and process. Likely donors include local businesses and even OR family's wanting to send specific messages to their teams / students.

ORSB Scholarship - Unfortunately, GF account reserves have not yet recovered to the level of being able to commit to resuming the ORSB scholarship at this time. ORSB BOD will need to establish a new / reliable funding source to resume this program. In the past, proceeds from the Blue & Gold auction were used to fund the ORSB scholarships. Individual Team fundraising events have replaced the larger shared Blue & Gold Auction event. Membership (All-Sports Pass) revenues have not fully recovered from the disruptions associated with COVID-19 cancellations during the 2020 and 2021 school years. These two factors are seen as the primary reasons for depleted general fund reserves that were previously available for supporting the ORSB Scholarship. The new Stadium Video Board Sponsorship is an excellent new opportunity that could be used to re-establish a sustainable funding stream for the ORSB Scholarships. For example, Umpqua Bank has already expressed an interest to be an OR Athletics sponsor, but there isn't a driver helping to close the deal. This could be a great opportunity for a new parent volunteer, ideally someone who is connected to/through the local EDH business community, to leverage their circle of influence for generating new/additional ORSB GF revenues.

bw/met