

**MINUTES OF THE
BOARD OF DIRECTORS MEETING
WEST PARK JR. PANTHERS**

A regular meeting of the Board of Directors of the above Non-Profit was held on January 21, 2021 at 7:00PM via Zoom Attendance.

The purpose of the meeting: Monthly Board Meeting – January 2021.

- I. **CALL TO ORDER.** A meeting of the Board of Directors of the West Park Jr. Panthers was duly called on Thursday, January 21st, at 7:00PM PST. Jason Tenner, President, called the meeting to order.
- II. **QUORUM.** A quorum was declared present based on the presence of the following individuals:

Name	Title	1/21/2021
Jason Tenner	President	x
Marco Hanan	Vice President, Football	x
Stephanie Whittington	Vice President, Cheer	x
Jessica Sellner	Secretary	x
Ali Browning	Treasurer	x
Jaime Hanan	Registrar	x
Rick Burth	Gameday Coordinator	x
Diana Bahlman	Snack Bar Coordinator	x
Tiffany McLean	Boosters & Merchandise Coordinator	x
Michelle Kacalek	Sponsorship & Fundraising Coordinator	x
Greg Powell	Equipment & Medical Coordinator	x
Sara Moore	Volunteer Coordinator	x
Steve Merchant	Marketing & Media Coordinator	x

- III. **GUESTS.** No guests were present at the meeting.

A. GOVERNANCE:

I. CONSENT AGENDA.

Registration:

- a. Registration Update: Football has received 26 registrants: (5) U-8, (7) U-10, (6) U-12, (8) U-14. Cheer has received 30 registrants: (4) Mascot, (6) U-8, (13) U-10, (7) U-12, (0) U-14. Coaches are receiving emails notifying them of all new registrants.
- b. The Board Members brought up concerns or questions within in the community. The most common concern/questions is about refunds. Families are being assured if the child doesn't like

the program a refund will be received. The other main concern is around COVID, if there is no season, will refunds be given. At this time the Board decided to continue communicating the season will happen. Should the season not happen for reasons outside the organizations control; i.e. COVID protocols, refunds will be addressed at that.

- c. Conversation around producing a FAQ for the Board Members in regards to community concerns or questions was discussed. It was agreed upon that Jessica Sellner would produce a document to post to the Google Docs Site. All questions are to be emailed directly to Jessica Sellner.

II. FIDUCIARY ITEMS.

Bank Account Update:

- a. Current Balance is just over \$14,000.

II. STRATEGIC ITEMS.

Website and Social Accounts:

- a. What Outline of Discussion:

Merchandise:

- a. Merchandise updated was shared by Tiffany McLean. Tiffany shared with the Board Members that all merchandise was selected and ready to be ordered by the approved vendor. She also shared that square has been set up to accept payments, including a square code. The square payment system has been set up to deposit directly into the West Park Jr. Panthers Bank Account. Tiffany shared a copy of the revamped pricing sheet and will post to the Google Docs Site. Tiffany McLean and Jaime Hanan will work together to add the merchandise option to the teamsideline website making it visible at registration. Tiffany will also get the merchandise information added to the West Park Jr. Panthers website, inclusive of adding all sizes and color options. This will be completed by January 24th. Tiffany explained that merchandise can currently be picked up at the vendor's location. The Board talked about alternative options of picking up in Roseville. All Board Members volunteered to take turns picking up ordered merchandise from Vendor and bringing to Roseville should we provide an alternative pick up location. This will be discussed again at future meetings.

Sponsorship & Fundraising Planning:

- a. Chipotle: Michelle Kacalek shared with the Board that Chipotle Dine-In Night was all set up and ready to go for January 26th. A minimum dollar amount must be reached in order to receive the donation, the unique must also be used. Jason Tenner will

promote the dine-in on the social media platforms as it gets closer to the event. All Board Members are asked to do the same. Jason Tenner, Marco Hannan and Stephanie Whittington will be present at the Dine-In Event to answer any questions from the community.

- b. Krispy Kreme: Michelle Kacalek applied for this fundraiser. If the Board chooses to move forward with this fundraiser West Park Jr. Panthers would have to front the money. The tickets are purchased for \$5/dozen and the organization can choose what to sell them for. The Board Members decided to revisit this later in the season.
- c. Dicks Sporting Goods: Michelle Kacalek applied for this sponsorship in December 2020, the application is still in process. She will follow-up with them in the next week or two.
- d. Jamba Juice: Michelle Kacalek spoke to Jamba Juice and they are no longer doing sponsorships in our area.
- e. Dutch Brothers: Michelle Kacalek spoke to Dutch Brothers and they are very interested in supporting West Park Jr. Panthers. They are also hoping to have the opportunity to come out and serve beverages at our home games. Michelle is going to reconnect with them in February.
- f. Food Trucks: Michelle Kacalek spoke with Paul from Sac MoFo Food Trucks. He expressed great interest in hosting a food truck night at the West Park High School. His event usually draws 300/400 people; Paul gets 15% of the revenue and will share 50% of his earnings with West Park Jr. Panthers. He currently comes to the area on Wednesday at Fiddymont Farm Elementary, out of respect for their fundraising efforts he wants to ensure we choose a different night. Paul mentioned that Friday - Sunday have the best turnout. The Board talked about doing a good truck monthly with an estimated earnings of \$300-\$400. Ultimately the Board decided to revisit this in the spring with nicer weather and better insight on COVID protocols at that time.
- g. Ace Printing: Michelle Kacalek talked to Colleen Bush at Ace Printing, she is very interested in a sponsorship, most likely the \$1500 sponsorship package. She also communicated she would offer her items at no markup to the organization. A few pricing examples were: \$500 Custom Tent, \$2/Sq Ft for Banners, \$100 A Frame Sandwich Board. Colleen offered to swap items for sponsorship or pay for sponsorship, regardless she will offer her pricing to the organization. The Board decided to move forward with trading product for sponsorship. Michelle was going to follow up with Colleen to finalize details.
- h. Sac County Deputy: Michelle Kacalek mentioned Sac County Deputy gives \$250 to every member, so the organization will receive that donation.

- i. New Kitchen Restaurant: Stephanie Whittington got contact information from them for a partnership. Once they open we will plan a dine-in event. They are very interested in a dual partnership. More information to come.
- j. Red Robin: Michelle Kacalek was going to reach out to Red Robin about hosting a dine-in event.
- k. The Board talked about hosting a dine-in event once a month. Michelle was going to follow up on scheduling one for February.
- l. Elementary Flyer: Stephanie Whittington sent the registration flyer to the Roseville City School District, the District approved the flyer. The flyer has been sent to elementary and middle schools for distribution. Stephanie asked the Board to watch for the flyer in weekly communications and to update her if it is or isn't sent.
- m. Other Sponsorships: Adriene Zimmer, real estate, communicated she will fill out paperwork for a sponsorship. There currently are no photographers that have filled out sponsorship applications. Steve Merchant did volunteer to take photographs of the footballs games for the first two home games.

Volunteers:

- a. Sara Moore shared with the Board that she has a list of needed volunteer positions. In order to finalize the list she wanted to walk to premise of West Park High School again to ensure all volunteer needs were captured. Jason Tenner and Marco Hanan offered to take Sara around the campus in February to help assess the volunteer needs. Once Sara has a final list of needed volunteers she will set them up in Sign Up Genis.

Medical Needs:

- a. Marco Hanan and Greg Powell are going to meet in February.

Social Media:

- a. Jason Tenner and Marco Hanan will meet with Steve Merchant to transfer all social media platforms in February.

B. MANAGEMENT ITEMS:

I. GENERAL REPORT.

Coaches: Jason Tenner shared all football coaches have been hired. The head coaches currently have a list of assistant coach applicants and those will be announced in the near future. Stephanie Whittington shared that all Cheer coaches have been hired. All coaches for football and cheer have been announced on the social

media platforms. Stephanie brought up getting the coaches uniformed email addresses similar to the Board Members. The Board Members discussed this and decided at this time the coaches could use their personal email addresses.

Uniforms: Stephanie Whittington talked to varsity for cheer uniforms. West Park Jr. Panthers are going to be a mini version of the West Park High School uniforms, age appropriate. She talked about how the high school is using the same uniform for 4 years, with only the shell changing, this allows families to just buy the one new piece. West Park Jr. Panthers will follow the same timeline, trying to save families from purchasing multiples items every year. Stephanie also shared with the Board after the first season we will host a buy-back program where families can buy or trade gently used uniforms at a lower price. She is focused on being money conscious for the families, making just the minimal required and all other items will be optional. Stephanie will have mock-ups to share with the Board at the next meeting.

II. MANAGEMENT ITEMS.

Jason Tenner scheduled the next meeting for Thursday, February 11, 2021 at 7:30pm.

C. ATTACTMENTS:

No attachments.

There being no further business, the meeting was duly adjourned at 8:05PM.

PREPARED BY: Jessica Sellner, Secretary

APPROVED BY: Jason Tenner, President