

September 2016 Speech Booster Minutes  
7:00pm – Tuesday Sept 13, 2016

ATTENDEES: Tracy Loth, Greta Schetnan, Michael Hjort, Chris Hjort, Shannon Earle, Naomi Drenk, Michelle Weinstein, Steve Meyer, Carmen Meyer, Yatesh Singh, Jenn Baese, Michael Weinstein, Josi Hellier, Claudia Glinksi

### Action Items in Red.

#### Old Business

- 1) By Laws Approved electronically – unanimous vote. Bylaws posted on the website for 9/15/16 website launch.
- 2) Hotel Room Policy – **Josi to distribute electronically before next meeting & vote in next meeting.**
- 3) Open Meeting Rules – Researched, does not apply
- 4) **Jenn to collect more info on date availability from school RE: concessions fundraiser options**

#### Website Launched

- 5) Ideas for content: clothing pictures & links to store sites; clips of LNHS kids' speeches; competitor speeches; pictures of testimonials, link to student's speechwire scores. **Send ideas to KJ and they will be compiled.**
- 6) Website Launch Ideas:
  - a. Reaching the right audience for the website launch: Twitter followers, facebook group, alumni emails.
  - b. Set an activity to draw students to use the site
  - c. **LNHS Activities page – get the right link page there – Jenn to email Mike Zweber.**
  - d. Include parent preference question on the survey.
  - e. Advertise or order speech swag
- 7) Email Accounts **(KJ to set up)**
  - a. [lnhsspeech@gmail.com](mailto:lnhsspeech@gmail.com) - coaches have password
  - b. [lnhsspeechvolunteers@gmail.com](mailto:lnhsspeechvolunteers@gmail.com) – trny co-directors
  - c. [lnhsspeechboosters@gmail.com](mailto:lnhsspeechboosters@gmail.com) - Michael & Claudia
- 8) Launch communication prepared by Kerry! **Launch this week by Michael/KJ.**

#### Fundraising (**several action items in progress from Whitney**)

- 9) (Attendees: Sherry, Whitney, Yatesh, Carmen, Steve, Michael) Met last week as a sub-committee
- 10) Whitney is developing LNHS Speech Grant Application content for the common grant application in the Twin Cities. (circulated for review)
- 11) Sponsor Content in development – materials to be shared with sponsors, describing the team and offering back to the sponsors, should they donate.
- 12) Letter to business containing excerpt from speech on supporting local business (circulated for review)
- 13) Parent Participation Survey: Circulated at the meeting.
- 14) Several New Ideas Discussed

- a. Ford Drive Event: Ford gives \$20 for every adult that test drives a car. Steve researched and they are not available this year but Steve asked to be included.
- b. Sherry offered her studio, Watch Me Draw, to be used in a variety of ways: child/family art event (possible way to select slogan), parent wine/cheese night decorating wine glasses.
- c. Max W's play: Jenn asking Mike Zweber about auditorium use for the fundraiser. Lots of details to work out. Conversations started with Mike, Jenn, & Max. Considering sharing proceeds with cancer organization.
- d. Alumni Listing used for fundraising. Can we find an easy way to collect online? **Josi to research ideas on how people do this.** (Steve mentioned animal shelter that shows how each individual is progressing toward goals, could be used to show the difference between alumni & students & parents or some other mix)
- e. Father/Daughter, Mother/Son events (could be school wide)
- f. Hy-Vee – sponsor to go after. Shannon says it's unlikely to be able to do "grocery carry out". **Shannon to meet in person with corporate Hy-Vee contact, potentially bring a student.**
- g. **Michael to scheduled third sub-committee on fundraising**

#### Treasurer's Information

- 15) Finalizing Budget – **Tracy to send in advance of next meeting, Friday Oct 7.**
- 16) Goal to vote on setting Booster Fee next month to prepare for parent meeting.
  - a. Current discussion is fee set at \$200 – considering increasing the fee to \$250.
  - b. Other budget solution ideas: Marshall fee, coaching stipends, ask Zweber if there is additional funding (**Jenn**),
  - c. Reasons funding is needed THIS YEAR: Registration costs went up for TRNYs we attend, no state TRNY for income (\$5k)

#### Other

- 17) Non-Profit Registration: Need to register this 501(c)3, no contact is needed, use address of the school. **Shannon to do this, spend roughly \$30 and be reimbursed.**
- 18) AD Head Coach Meeting – Panther Booster Breakfast. Friday, Sept 16. 6:30am. – Anyone invited.
- 19) Kerry to publish advertising for WordUp in newspaper! She is volunteering her PR skills in other ways, looking for newspaper coverage.
- 20) Communication Strategy for Parent Meeting- Monday, November 14<sup>th</sup>**

**MINUTES APPROVAL VOTE: Approved.**

**NEXT MEETING – TUESDAY OCTOBER 11<sup>th</sup>**