

MINNETONKA TOUCHDOWN CLUB

Monthly Meeting

September 9, 2008

I. WELCOME AND GENERAL DISCUSSION

A. The Minnetonka Touchdown Club (“MTC”) met for its monthly meeting on September 9, 2008, at 7 p.m. in the Oppidan office of MTC President Joe Ryan.

B. Attendees: Susie Allen; Matt Allen; Liz Haesler; Francine Boyce; Linda Harrington; Ron Diedrich; Nicole Siemens; Tanya Karon; Greg Benedict; Jane Huston; Terry Nelson; Joe Ryan; Brigid Grathen; Terry Grathen; Mary Risinger; Mark Risinger; Sandra Roach; Chris Celichowski.

II. APPROVAL OF MINUTES FROM 8/11/08 MEETING

A. Secretary Chris Celichowski noted an error in the 8/11/08 minutes distributed before the 9/9 meeting. During the 8/11 meeting, the MTC had voted to subsidize the KC Rockhurst bus trip up to \$1,000, not \$4,000 as erroneously reported in the minutes. The minutes have been corrected.

B. Joe Ryan made a motion to approve the 8/11 minutes, Matt Allen seconded the motion and attendees approved the motion unanimously on a voice vote.

III. FINANCIAL REVIEW

A. Treasurer Terry Nelson provided us with a review of the MTC’s finances. She reported that overall the MTC is meeting its budgetary goals and financial commitments.

B. Revenues are improving, particularly with Gold Card sales, Maynard’s Nights sales and a recommitment to bleacher financing.

C. In particular, Gold Card sales have been very good. Coach Dave Nelson reported that our Gold Card income will be \$40,000, with \$30,000 of that amount committed to the MTC. Coach Nelson reported that Minnetonka ranked 2d in the state of Minnesota for sales of the \$20 Gold Card. Kudos to Bill May who coordinated this year’s Gold Card sales.

IV. K.C. ROCKHURST TRIP

A. Terry Grathen reported that plans for the trip to K.C. Rockhurst for the 10/9 game are moving forward. Northfield Lines will provide transportation.

The bus has a capacity of 49 people and we have 30 signed up to take the bus, which will cost an estimated \$3,000. Grathen estimated that if we can get a few more people signed up, we should break even for the trip. We have reserved 35 rooms in K.C. and we expect 65 folks to tailgate before the game.

B. Coach Nelson reported the team will leave Tonka on Wed. 10/8 at 6 p.m. and drive to Ames, IA. The team will stay at the Gateway Inn in Ames. After spending the night there, they will participate in a walk-through practice at Iowa State University. After practice, the team will drive to Kansas City, play the game and return to Minnetonka by bus immediately after the game that evening.

V. COMMITTEE REVIEW

A. MOM/COACHES COFFEE- Francine Boyce reported 75 women attended and they reported they learned a lot and had an enjoyable time.

B. KICK OFF NIGHT- Francine Boyce reported KON was the “best ever” and an estimated 300-330 people attended.

C. GOLD CARD NIGHT- see above.

D. MEMBERSHIP/BRICK SALES

1.) Matt Allen reported that membership revenues, \$12,000, are trailing the amount budgeted, \$22,000. Matt felt we needed to be more aggressive in soliciting members and membership revenue. Terry Grathen suggested we use a direct mailing membership campaign and attendees agreed. We will do a mass mailing to high school players’ families and families in the youth program (TFA).

2.) Brick sales, according to Susie Allen, are slowly improving. People have been buying bricks using the website. Attendees suggested recommending that parents of seniors be encouraged to buy bricks for their players, that parents of seniors in other sports (lacrosse, soccer, track) using the stadium be encouraged to do so, too. We could also encourage people to buy bricks for coaches’ gifts for TFA coaches.

E. POST GAME PARTY- Francine Boyce, after a brief discussion, confirmed that all nights should be covered.

F. SENIOR NIGHT- Francine Boyce gave committee attendees a full report on plans for senior night. She will be investigating the possibility of the

MTC purchasing a permanent banner for Senior Night with a message such as "MTC Congratulates Minnesota Seniors".

VI. OTHER BUSINESS

- A. Coach Nelson reported that the newsletter has been going out as scheduled and looks good.
- B. Funding for the George Soukup Scholarship, according to Coach Nelson, is approaching \$7,000.
- C. Nicole Siemens agreed to attend planning meetings for the Fall Classic fundraiser sponsored by the Diamond Club. The MTC partners with the Diamond Club to raise money for Veterans Field.
- D. Sandy Roach reported that the 2008 highlight video is coming together and will include an interview with the late Coach Soukup.
- E. Greg Benedict and Matt Allen reported that Tonka football alumni have begun meeting before each home game. Old Chicago has been providing pizza and the coaches have been addressing the alumni before each game. The MTC continues to improve its efforts to reach out to alumni.

The meeting adjourned at 8:04 p.m. The next meeting of the MTC will take place on Monday, October 6, 2008, at 7 p.m.

Respectfully submitted,

Chris Celichowski, MTC Secretary