

MINNETONKA TOUCHDOWN CLUB

MINUTES for MONTHLY MEETING, July 20, 2009

The Minnetonka Touchdown Club ("MTC") met for its monthly meeting on July 20, 2009, in the Team Room at Minnetonka High School.

Attendees: Chase Leinberger, Terry Nelson, Dave Nelson, Matt Allen, Chris Celichowski, Ann Quackenbush, Andy Siemens, Nicole Siemens, Laura Walters, Molly Tomczak, Ann Huckstadt, Joe Smith, Linda Harrington, Bobby Lauer, Tom Fuxa, Lois Gildea, Jim Quackenbush, John Huston, Bill May, and Sherri May.

Attendees approved the minutes from our monthly meeting on June 9, 2009, by unanimous voice vote.

Budget Highlights

Pres. Matt Allen reported that, overall, the MTC budget is "in good shape". Our anticipated ad program revenue should reach the goal (\$15,000) established in the beginning in the year. We will exceed our "stretch goal" for golf tournament revenue, and anticipate we should net between \$20,000-21,000. We are trailing our membership revenue goal (\$18,000) significantly at this time, and currently have approximately \$5,500 in membership commitments. However, we anticipate getting more commitments as we get closer to the beginning of football season. Pres. Matt Allen said we should have a goal of achieving a 100% membership in the MTC from all participants in the football program, including the youth and high school programs. We met our established goal for salt sale revenue (\$25,000) and should end up somewhere between that established goal and our "stretch" goal of \$30,000.

Committee Updates

In addition to the information presented by Matt Allen during his presentation on budget highlights, Matt Allen had the chairs of several committees make presentations to those attending the meeting.

Game Program

Linda Harrington reported that we should be able to reach our game program and sales goal of \$15,000. She said that the economy has negatively impacted program sales, but she believes that we can still reach our goals. She sensed from talking to several past advertisers that they did not feel their contributions were appreciated or acknowledged. She suggested we send "thank yous" to the businesses that place ads for the game program this year. She also suggested we follow-up with solicitations to businesses that have placed ads in the past. We are also seeking "player ads" from families and will send out an e-mail reminder to them. The deadline for submitting ads for the game program is August 10, 2009.

Membership

MTC Vice President Bill May chairs the membership committee and reported that we will be sending out another mailing reminding people of the opportunity to join the MTC and explaining to them how their membership dollars to help fund the high school and youth football programs. For example, this year the MTC is paying for mouth guards for players.

Champions Card

Varsity Coach Dave Nelson told attendees about the Champions Card program the varsity and youth programs will participate in this year. He said this represents a better deal for the programs than the prior Gold Card program, and we will get \$15 for every card sold. Coach Nelson said the card will be "bigger and better than ever". Judy Wenderoth is taking care of the initial logistics and ground-work for Champions Card Night.

Golf Tournament

Chase Leinberger, who chaired the committee for the very successful Golf Tournament this year, reported that due to the hard work of many people on the Golf Tournament Committee we will achieve net revenue of almost \$21,000 from this event. He recommended that we hold the event at Dear Run Golf Club in 2010. We selected a preliminary date for next year's golf tournament: **Wednesday, June 23, 2010**. (Mark your calendars).

Salt Sale

Andy and Nicole Siemens gave us a recap of the salt sale. The sale was successful on a number of fronts. We exceeded our revenue goals. Having the sale pickup location in the MHS west parking lot next to the frontage road worked very well. It was a real team effort as we have lots of drivers and high school players and coaches helping. Most of the deliveries were accomplished by 3:00 PM. We sold 260,000 pounds salt!! However, we need to improve and in a couple areas. Players need to communicate if they will not be able to pick up and deliver salt on the designated date. Nicole Siemens recommended we also leave 2 weeks between the date week cutoff salt sales and the date we actually order the salt. This will enable us to get a more accurate salt order.

Online Purchases

Matt Allen and Coach Nelson are working with Adam Kelly to finalize details for the online purchases program which will be offered to MTC members. This represents a "win-win" for the MTC and its members. Members will get free access to substantial discounts for various products and services just for being MTC members and the MTC will also get some modest revenue.

Coach's Report

Coach Nelson reported that the first annual varsity player (juniors and seniors) retreat was a "home run" and resulted in an "awesome" experience for players and coaches. Coach described the weekend in great detail and said the players attending demonstrated a commitment to having an excellent season. Practice officially begins on August 17. This year the varsity and junior varsity gold hold a scrimmage with Osseo, Lakeville North and Coon Rapids. High school players must register to play and registration can be done by mail, in person or online. Varsity players will participate in a "Big Man" challenge on July 23 and skill players will participate in a passing scrimmage on the same day. Coach Nelson said that due to the large number of freshman football again this year, we will field 3 freshman teams -- "A" "Blue" and "White" teams.

Congratulations to Coach Bryan Dahmann and his wife, Echo, on the birth of their son Isaiah Thomas. Thomas weighed in at 4 lbs. 17 oz. (Well below the LMAA black-stripe limit for newborns, 10#.)

Kickoff Night

During the meeting we discussed Kickoff Night which, at the time of the meeting, was scheduled for August 27. **Due to facilities conflicts, Minnetonka Kickoff Night has been rescheduled to Wednesday, August 26. Further details will follow during the monthly meeting of the MTC on August 10.** Bobbie Lauer will lead Kickoff Night preparations.

Other Discussion

Matt Allen is finalizing a contract with a highlights film company which will provide videography services for varsity games. We will seek volunteers to do the videotaping of junior varsity, sophomore and freshman games.

Jim Quackenbush and Amy Barth will coordinate efforts to get volunteers to the videotape varsity games for game film.

Linda Harrington reported that apparel has already been ordered in will be distributed mid-August. In addition, players will have an opportunity to purchase sweats and other apparel.

Linda Harrington suggested, and members agreed, that people and businesses advertising in the game program should receive a team picture and a brief letter from Coach Nelson thanking them for contributing to Minnetonka football.

Linda Harrington asked members to consider hiring a paid administrator to help the MTC. Attendees raised concerns about the scope of the job, its potential cost, etc. We agreed to table the suggestion until a future meeting.

THE MTC'S NEXT MEETING WILL TAKE PLACE ON MONDAY, AUGUST 10, 2009, AT 7 P.M. IN THE TEAM ROOM AT MHS.

Respectfully Submitted,

Chris Celichowski

Secretary MTC