

MINNETONKA TOUCHDOWN CLUB

MINUTES OF MONTHLY MEETING: JUNE 2008

I. WELCOME AND GENERAL DISCUSSION

A. The Minnetonka Touchdown Club ("MTC") met in the Commons area of Minnetonka High School on Monday, June, 9, 2008 for its monthly meeting. President Joe Ryan lead the meeting.

B. Attendees: Joan Ahrens, Roger Lenahan, Ron Diedrich, Terry Grathen, Susie Allen, Brigid Grathen, Amy Barth, Terry nelson, Joe Ryan, Judy Wenderoth, Tanya Karon, Mary Risinger, Brian Knudsvig, Laura Walters, Linda Harrington, Greg Benedict, Chris Celichowski and Dave Nelson.

II. Attendees, by unanimous voice vote, approved the minutes from the MTC's 5/12/08 meeting.

III. Financial Review

A. Treasurer Terry Nelson provided a brief, but thorough, review of the MTC's finances.

B. According to Nelson, the MTC is currently in fine financial shape.

C. The MTC needs to follow up on pledges made at the pancake breakfast. Joe Ryan said he is handling that.

D. While discussing finances, the attendees discussed the *salt sale* which is currently underway.

1. Salt sales are going well. We've ordered approximately 6,700 bags of salt to be delivered to customers later this month.

2. We need help delivering the salt. Class reps and Amy Barth agreed to send out e-mails soliciting help for delivering salt.

IV. Administrative Review

A. Tonka Football website.

1. Attendees discussed the need for a new approach to maintaining the website. Having an outside vendor work on it is proving more expensive than we anticipated or think financially prudent.

2. We are seeking an internal candidate, someone familiar with Adobe Dreamweaver software, to maintain and update the site. It will take up to 60 hours per year to update the website, which would include weekly updates from the high school teams (game stats, etc.)

3. We will put together a draft of a job description and discuss approval of the description, posting an ad for the position and compensation during our next meeting.

B. Football newsletter - The newsletter is published monthly during the summer. Once the season begins, it will be published monthly.

C. On line MTC membership and email messaging registration.

1. Tonka football supporters continue to sign up on the web site for email updates. Last month 75 folks signed up to get email notifications, messages, etc.

2. We need to do a better job of promoting on line membership registration. Only five people have signed up as MTC members using on line registration.

V. Committee Review

1. Kick Off Night. Nothing new to report. "We will be ready to go."

2. Membership- Nothing new to report.

3. Merchandise- Amy Barth reported merchandise ordered by the players would arrive next week and players will have the opportunity to have their names and numbers embroidered on merchandise if they desire.

4. Game Day Vendors- Maynard's, Famous Dave's and Tino's are all on board for the 2008 season.

5. Senior Night- No report. "We're on it."

6. Post Game- (see 5 above.)

7. Mom and Coach Coffee- (See 5 above.)

8. Buy a Brick- Susie Allen reported that a link to the "buy a brick" fundraiser will be put on the football website so people can read about this fund-raising effort and purchase a brick. Brick sales are fine.

9. Golf Tournament- Terry Grathen and Brian Knudsvig updated attendees about the status of this year's tourney set for Monday, June 23 at the Minnetonka Country Club. Registration is nearly full. We are on track for getting sponsors for all the holes. We have some great raffle and auction items. We anticipate raising approximately \$28,500 from the tournament.

VI.. Other Business

1. ICA Food Bank will have a site set up for food donations at all four home games this fall.

2. The Minnesota Vikings, through V-P of Marketing Steve LaCroix, have made an extraordinary offer to Tonka football families. Buy a \$25 upper level ticket for the Vikings' pre-season tilts against the Seahawks (8/8) and Steelers (8/23) and the Vikings will donate \$10 from the ticket price to Tonka football!

3. Kemmetmueller Photography put together a large Tonka Football photo collage and attendees approved purchasing a mount or other device suitable for displaying it.

4. Coach Nelson advised members of an opportunity to combine their love for 80's rock and roll with a fundraiser. Toto, which garnered 6 Grammy's for its classic album *Toto IV*, has offered to play at the Bayside. Attendees discussed whether there would be any interest in this proposal, establishing an appropriate ticket price, etc. Freshman reps agreed to take the

lead in exploring this further.

5. Greg Benedict told attendees he is working on a project linking tonka football alumni over the 40 year period from 1963-2003. He is working through former head coaches and their captains to solicit former players to join a Tonka Football Alumni Association. This would assist us in beginning a search for major donors to the football program.

6. Mary Risinger told attendees she would follow-up with Cub Foods regarding this year's brat sale. We will do the brat sale this year.

7. KC Rockhurst game. Terry Grathen filled in attendees on options for bus transportation and hotel lodging. We have been quoted a rate of \$75/person for round-trip bus transportation for people spending the night in KC and a rate of \$86/person for round-trip bus transportation for those traveling to KC on Friday and returning to Minnetonka that night. We have also secured special rates for rooms with a single king or 2 queen beds.

The meeting adjourned at 8:40 p.m.

Due to ongoing renovations at Minnetonka High School, the next meeting of the Minnetonka Touchdown Club will take place on Monday, July 14, 2008, at MTC President Joe Ryan's office, 5125 South County Road 1001, Minnetonka, MN.