

**Minnetonka Touchdown Club
Monthly Meeting
November 12, 2007, 7 p.m., Team Room MHS**

I. Welcome and General Discussion

A. Attendees: Chris Celichowski, Mark Risinger, Mary Risinger, Joe Smith, Brigid Grathen, Terry Grathen, Dave Rotman, Susie Allen, Teri Goebel, Terry Nelson, Jeff Adams, Roger Lenahan, Amy Barth, Brian Knudsvig, Bill May, Dave Latzke, Joe Ryan and Coach Nelson.

B. V-P Dave Latzke led the discussion for much of the meeting. (President Joe Ryan had a prior commitment at the start of the meeting but arrived later.)

II. Approval of 9/10/07 minutes

A. The MTC Secretary, Chris Celichowski, inadvertently sent out the 8/07 minutes rather than the 9/07 minutes.

B. Approval of the 9/10/07 minutes was deferred until the next meeting.

III. Financial review (Terry Nelson)

A. Treasurer Terry Nelson presented a financial summarizing the financial condition of the MTC.

B. T. Nelson reported the MTC should emerge from 2007 in very good fiscal shape.

IV. Website (Amy Barth)- Amy Barth reported the website is been getting a lot of use. She said it continues to be updated and will be it ready for next year.

V. Committee Review

1. Membership (Dave Latzke)

V-P and committee chair Dave Latzke reported the MTC had a good year obtaining new members. In 2007, the MTC has generated 115 members and \$21,000 in memberships

2. Latzke noted we picked up members and he felt it was helpful to add \$1,000 top level

a.) 2006 100 members w/ \$16,000 raised

b) Latzke suggested we set an attainable goal in 2008 such as \$20,000.

c.) Latzke noted that in 2008 we should look at making it more convenient for members to obtain their membership gifts.

d.) Attendees agreed allowing new members to join the MTC online using credit card payment helped spur membership, and agreed that it is beneficial even though we get charged a fee for processing credit card payments.

2. Merchandise (Amy Barth)

- a.) Amy Barth and Coach Nelson met with merchandise people this week.
- b.) We will keep the black sweatshirt design and phase out the grey.
- c.) Varsity players will sell t-shirts and sweatshirts to raise money for their sweat outfits.
 - (1) Varsity and JV will have fleece sweats.
 - (2) 10th graders will have track-type sweats.
 - (3) Coach Nelson noted there will be a real effort this year to get sweats ordered earlier so the athletes have them before the season starts.
 - (4) Attendees discussed ideas to liquidate excess merchandise and clothing inventory.

3. Brick Sales (Susie Allen)

- a.) Susie Allen reported brick sales have been going along well.
- b.) Allen noted brick sales increased, in part, after people purchased bricks for TFA coaches gifts.
- c.) The money for brick sales goes to Tonka Pride and the football program benefits.

4. Home games concessions/vendors

- a.) Attendees discussed the success we had this year partnering with Maynard's, Famous Dave's and Tino's to serve meals at home games.
 - (1) The MTC made approximately \$8,200 in combined revenue from Maynard's and Famous Dave's.
 - (2) The MTC is still determining the revenue it generated from Tino's sales.
 - (3) Terry Grathen reported that Scott Paulson from Famous Dave's was pleased with how it went and would like to participate next year.
- b.) Attendees discussed the cost of providing free meals to eighth grade teams and select workers at home games and whether we should do it next year. This issue will be discussed further at future meetings.

5. Pancake Breakfast (Amy Barth and Coach Nelson)

- a.) Coach Nelson reported he is trying to get former Gopher coach Glen Mason to speak at the breakfast. Coach Mason is determining whether his schedule will allow him to speak.
- b.) The pancake breakfast will be held on January 26, 2008, in the MHS Pier.
- c.) We also hope to get some Vikings players to attend.
- d.) We are working at obtaining food donations, etc.
- e.) Table captains, etc. will be assigned

6. Banquet Comm. Teri Goebel

- a.) Everything going according to plan.
- b.) MHS has AV equipment which we can use.

c) Gwynn Pletsch raised some concerns about the decorating budget and budgeting in general for the event which will be addressed by the members of the Board.

VI. Other Business

A. President Joe Ryan would like to gather members of the Board and Committee Chairs/Co-Chairs at his home on Wed. 12/05/07 at 7 p.m. to discuss and brain-storm ideas for ways the MTC can be even better in 2008.

B. Coach Nelson gave attendees a brief review of the outcome of the results of the high school program's parent survey.

1. The high school staff wants to thank the MTC for its work.

2. Coach Nelson felt the freshman and sophomore football staffs did a very good job.

3. Coach Nelson discussed several areas of concern raised in the varsity parents' surveys. He vowed to respond to these concerns and do things even better in 2008.

The meeting adjourned at 8:15 p.m.

The MTC Board and Committee Chairs/Co-Chairs will meet at President Joe Ryan's home for the December 2007 monthly meeting. The meeting will begin at 7 p.m.