



MEETING MINUTES

Minutes of **October 16, 2025** NVHS Athletic Booster meeting on Zoom at 6:00pm

OFFICERS: (highlight those in attendance)

President: Jen Tedrow

Vice President:

Treasurer: Elizabeth Sigal

Secretary: Jen Maita

Athletic Director: Branden Adkins

COMMITTEE CHAIR (highlight those in attendance):

Concession Chair:

Fundraising Co-chairs: Jen Lewand & Heather Stupay

Yard Signs: Adrienne Toomey

Membership: Becky Barkley

Website/Social Media: Dave Lewand

Volunteer Coordinator:

Wildcat Wear: Krista Leifheit & Colleen Garrison

Sponsorship: Heidi Hairston

Scholarship: Milena Stone

Agenda *(before we start each meeting we take verbal attendance, call the meeting to order with 2 motions and approve the minutes of the past meeting with two motions)*

The meeting was called to order at 6:02 PM by Jen T. A motion was made by Heather to approve the minutes, and the motion was seconded by Jen M. The motion carried.

Update from President (Jen Tedrow)

Indoor Scoreboard Advertising

- Advertising efforts are underway.
- Julie Dicks is the main representative we're working with.
- Jen T. is collaborating with them to identify potential businesses and personal connections.
- The scoreboard team is handling the legwork to follow up with leads.
- **Main issue:** We're short on leads — need more business contacts for sponsorships.
- Everyone is asked to think about who they know and suggest possible sponsors.
- Scoreboard Media has national relationships and is incorporating those into our offering, but we still need local leads to generate revenue.
- Some businesses have declined due to budget, but others are agreeing to the basic package.

- Regular sponsorships (banners)
 - Current sponsors: Biaggi, ABT
 - Prospects: BSN and other local businesses
- **Key takeaway:** More leads = more revenue.
- **Action:** Price structure for packages will be reshared via email.

Outdoor Scoreboard

- A small group is leading this project.
- Need to strengthen the marketing pitch.
- A brochure is being created to promote the scoreboard effort to businesses.
- Targeting banks and larger corporations for sponsorship and naming rights.
- Developing a tiered sponsorship structure for public recognition opportunities.
- Digital scoreboard: vendor provides the scoreboard.
- Financing and leasing options are available which are being looked into.
- Vendors can assist with creative funding options.
- More funds are still needed to move forward.
- Jen T. contacted the Park District — they may be interested in field time if turf installation happens.

Athletic Director (Branden Adkins)

District & Financial Coordination

- Matt Shipley (in charge of district finances) is being contacted to see if the district has any interest or involvement in the scoreboard/advertising efforts.
- ScoreVision is the subscription platform used for displaying ads and running graphics on the scoreboard. This includes a free app for users:
 - Provides updates on current contests.
 - Offers live, play-by-play updates during games.

BSN Sports Partnership

- Current contract: In its 4th year (1 year remaining).
- BSN holds rights for equipment, apparel, and related products for Neuqua Valley.
- Looking for BSN to step up as a larger sponsor.
- BSN wants to see increased engagement from the Neuqua Valley athletic community before committing further and BSN wants a more exclusive partnership with Neuqua Valley.
- Sales reps acknowledge NV's strong community presence and don't want to lose business here.
- Effort underway to position BSN as a main sponsor and get their name on NV facilities.

Athletics Update

- Fall sports are wrapping up.
- Drew Allen advanced to state competition for golf— congratulations!

Sponsorship (Heidi Hairston)

Another co-chair will be helping Heidi.

Treasurer (Elizabeth Sigal)

- Overall income is down 26% compared to last year. Primary reasons for decline:
 - *Lower revenue from Wildcat Wear (WCW) sales.
 - *Decreased concessions income.
 - *Reduced membership participation.
- This year awarding up to 10 scholarships for class of 2026.

Membership (Becky Barkley)

- 159 total memberships to date
- Go Fan revenue is down approximately \$10K year over year
- Main concern: Significant decline in memberships compared to previous years. Discussion on whether to reach out to coaches for support and engagement.
- Need to analyze underlying reasons for declining membership numbers.

CoachInvolvement

- During the head coaches meeting, coaches are filling out a Google Form related to Boosters and will include wishlist questions and membership-related questions. Data from these forms will be shared after meetings with spring coaches.
- Coaches Round Table scheduled for Tuesday, 10/21.
 - One discussion topic: Trends in booster membership and why parents aren't joining.
 - Gathering feedback from coaches on what they're hearing from parents.

Scholarship (Milena Stone & Jess Gust)

Scholarship Guidelines

- Dr. Fueher advised a maximum of 8 scholarships as a general guideline.
- This aligns with other data indicating support for awarding fewer than 15 scholarships overall.

Concessions

- One football game remaining in the season.
- Crowd attendance has been lower than usual.
- Adrienne will assist with managing concessions operations.
- Coverage for concessions looks stronger for the winter and spring seasons.
- Efforts underway to better balance and manage the overall workload.

Wildcat Wear (Krista Leifheit & Colleen Garrison)

- Vendors cannot keep online stores open indefinitely — they can only remain open for limited periods. BSN manages some of these online stores, but BSN is *not* an option for Wildcat Wear.
- Need to explore alternative vendor solutions for maintaining consistent Wildcat Wear
- availability.

Fundraising (Jen Lewand & Heather Stupay)

- 50/50 Raffle: Brought in \$84.
- Shake Shack Fundraiser: Scheduled for 10/23. Neuqua Valley will promote the event on social media.
- Pure Berry: Mentioned as a potential or ongoing fundraiser (details TBD).
- Ornaments: Discussion on whether to use the same company again for this year's ornaments.
- Raising Cane's Event: Held on 9/18 (coordinated by Heidi). Need to follow up to confirm total proceeds from the event.

Yard Signs

- No update

Volunteers

- No update

The meeting was **adjourned at 6:48PM**. Jen T. **motioned to adjourn**, and Heather **seconded the motion**.

Next MEETING: November 10, 2025 at 6:00pm in the NVHS faculty lounge.