



2023 – 2024 Athletic Booster Club of Dexter

Wednesday, September 20, 2023 - Dexter High School Commons 6:30pm

ATTENDEES:

Name	SPORT
[Type Name]	[Sport you represent, N/A if none]
Scott Winkler	President
Katie Ramsburgh	Dance
Marji Wisniewski	Volleyball
Bob Robke	Marching band
Allison Bishop	Women's swim (ABCD co-vp)
Amanda Snyder	Women's Cross Country and Track Rep
Anna Watson	men's lacrosse
Jodi Kniesteadt	Boys Tennis
Kris Brancheau	Girls Soccer
Nicole Rouech	Girls tennis
Lila Zogaib-Lippert	Field hockey
Elizabeth Weiss	Boys soccer
Lora Christopher	Cheerleading
Amy Teddy	Boys XC & Boys T&F
Julie Newton	Ice Hockey
Samantha Brandt	Softball
Mike Bavineau	AD
Cara Haist	Baseball
Marie Richards	Football
Regan Backus	Mill Creek

*Scott made an online sign-in sheet with QR code on tables.

FALL SPORTS AROUND THE HORN

Scott – Aubree’s Golf outing was a huge success - thanks to Lisa Teahan and Ryan Duey and Hudson Mills Golf Course. We raised \$10,000 for ABCD and the check presentation will be during the homecoming game on 10/6.

At a recent event, Dexter girls XC took the top 5 spots out of about 200 runners. Reflects the future of women's XC.

Swim – The team is doing well. Successful meets. Fun to watch the girls improve.

Dance – Dancing on the football field is 1/3 of what they do. What they do on the field is what they learn at camp. The first competition is first Sat in November. Dance is a self-funded sport. Families pay about \$4000 a child for the sport. Halfway through our fundraising goal.

Freshman football is 4 – 0; Varsity football is 2-2. Younger team this year but doing well.

Volleyball – lots of fun activities happening at games.

Tennis – winning and losing. Things are going as expected. Hopefully, we will make it to States this year.

Cheer – New tumbling partner to get athletes to the next level. Hosting youth in a game to cheer.

Soccer – winning and losing. Boys are working hard and having fun.

Field Hockey – Beat Pioneer and tied Skyline. Senior night was on Monday. Nice way to honor the 6 seniors on the team. Having a hard time filling the varsity concession spots. Can all the reps reach out to their teams to help run their concessions during the varsity game.

Bob Robke – Marching Band – Have a band booster group and do our own fundraising but we can also volunteer to run concessions. Chelsea marching band expo is next Wed night at CHS.

CONCESSIONS UPDATE

Scott gave a report card for the success of the Concession Stand during football.

Volunteer experience was A-

Volunteer sign-up rate B

Revenue A

Equipment – New POS – B+

Pop-up B

Hot chocolate B

Large warmer A

Huron game was the largest in 2022. This year we outpaced it in the first game! Attendance was down about 13% but revenue was up 43%!

What is driving that 43% rate increase vs. last year?

1. Prices contributed to 19% of the increase
2. Credit card is increasing sales - incremental increase
3. Increased throughput – shorter lines and less waiting

FINANCIALS

Fall: Mid-Season All Concessions Financial Update

ONE-TIME COSTS 2023

- Concession Start-up Costs - \$9,143
 - \$6,348 - Equipment: Stand up warmer, hot chocolate machine, popcorn machine, 2 mini refrigerators, 3 coolers, food prep table
 - \$2,332 - Credit Card machines: Four Clover Flex POS Devices
 - \$463 - Misc Supplies: eg. broom, signage, warmer trays, cleaning supplies, etc.

RECURRING COSTS Thru 9/18/23

- Concession Expenses (food/drink/food supplies, excludes pizza) - \$8,908
- Credit Card Processing Fees - \$256 (6.4%)

INCOME Thru 9/18/23

- Concession Income - \$16,441 (outpacing '22, 46% of revenue on 37% of events completed)
- Cash - \$12,467 (76%) &
- Credit Card - \$3,974 (24%)

VOLUNTEERS 104 total volunteers across 10 events (17 remaining) Start up \$9143

Payouts will be distributed to teams at the end of the fall season.

GUEST: MIKE CIPOLLA, PRESIDENT EFD

- ABCD + EFD
 - EFD is the counterpart for the teachers – they give grant money and support district initiatives.
- Mike is in his second year as president, involved 5 years before that.
- The rivalry match with Chelsea was started in 2019. Raised \$150,000 since inception.
 - Raised almost \$100k between the two schools in one game alone last year
- Ways that EFD can work with ABCD
 - Tip the scales for education – ask concession stand purchasers – “would you like to tip for EFD” – tip goes to EFD the night of the Chelsea game.
 - Support was anonymous when we voted to pursue this initiative.
 - Other Ideas:
 - Round up another dollar, pick a team when you buy, send the dance team to collect cash, take a picture with a dance/cheer team person for a donation? Dance and cheer team to connect with Mike on this,
 - We should take the concession money ourselves (Mike B), Cara – we should split half of the concessions equally. Mike says not call the friendly match... 😊 Jodi says there are things to think about that there are costs we incur.
 - Second vote – all in favor of Dexter keeping all the proceeds from the tips that we generate.
 - Majority votes that Dexter keeps all the tip money.

Scott – Reminder of why we are here – connect everything to the mission. We exist to strengthen our championship athletic program and ensure every Dexter student who wants to play – can.

- We want to pay 100% of the scholarship needs at \$15,000
- Start Dexter Athletics Endowment Fund with \$15,000 to invest. Would love for us to have money in the bank that is earning interest to be able to take on bigger projects. How do we set the next board and group of athletes up for success?
- Total goal of \$70,000 for the year. We have about ½ of it accounted for right now.
- We earn this money by
 - Concessions
 - Holiday Hustle
 - Aubree's golf outing
- **We can continue to earn more money annually through things such as:**
 - Trivia night
 - Private and corporate donors
 - The Club
 - What is the club?
 - Opportunity to partner with us with no commitment
 - Benefits include swag, tax-deductible donation
 - Three tiers for the club. Lieutenants Club, Commanders Club, Captains Club
 - Jodi – can we target alumni or alumni parents? Can we get with the alumni association for contacts?
- Scott looking for 3-5 people to help execute financial goals – a new fundraising committee
 - Meet additionally outside of these meetings to coordinate and make it work
 - Connect with Scott if you are interested.
 - Oct 18 is goal for the plan to be launched
 - Events are the biggest time commitment.

MIKE BAVINEAU DISCUSSION:

- Homecoming
 - Only fall sports are allowed to have a float.
 - Coach will give the parents the Parade Float form to register. Coaches should initiate that and help parents with form.
 - Two of our biggest things are coming up Hoco and Chelsea game.
- Student experience 360
 - Nominating Athlete of the month for a male and a female in each month
 - Coaches nominate each athlete
 - Work with student section leaders – Code Dread – if we call a code dread – students get in free to the chosen game
 - Picking the teams for this will be limited due to type of sport. Maybe for those difficult to watch – we do a clap-out as teams load busses to their event
 - Goal of 360 is find ways to engage athletes and students who don't play a sport making everyone feel a part of the community

- The Dextys – black tie affair. Red carpet. Sell tickets to CPA. A team could get awarded the best comeback. Buy tickets to get in. A fun way to celebrate who we are. This will be in June 2024
- Other idea – Dexter Hall of Fame – we’re not there yet. But maybe in the future.
- Sam – Helm YA!
- Bav – thank you for all that you.
- Looking for help to sell tickets at door to games.... Can we get NHS volunteer hours to sell tickets to the volleyball game – or pay \$12/hour to sell tickets? Parent to sell ticket – team gets \$25. Call the athletic office if you can sell the tickets for \$12 or maybe we can add to the concession sign up genius.

MISC.

Cara – call out for extra help for the last two football games.

Reminder to WEAR HATS and contact concessions leads if you can’t make it.

MEETING ADJOURNED AT 7:44PM