

# **APPLE VALLEY QUARTERBACK CLUB**

## **April 21, 2008 Minutes**

The meeting was called to order at 7:10 pm by Presidents Dan and Patti Ploenzke. Also in attendance were Coach Mike Fritze, Mark and Susan Schmiel, Talla Antonczak, Dawn Freese, Glenn and Jane Gurtcheff, Darren Giese, Nancy Vonnahme, Ron and Linda Moore, Jim and Brenda Landes, Pat Jensen, Kathy Villeneuve and Jill Besong.

### **INTRODUCTIONS – Dan and Patti Ploenzke**

Dan and Patti opened the meeting by welcoming everyone. Everyone introduced themselves and the name and grade of their sons.

### **INFORMATION FROM COACH MIKE FRITZE**

Mike informed the group that the Moorhead Scrimmages set for Saturday, August 23<sup>rd</sup> for the 2008 season have been called off because Moorhead can't afford travel expenses anymore. Since we do not play Eden Prairie, he is looking to set up a scrimmage there. The Eden Prairie coach is looking into it and will get back to Mike. He is hoping to hear something this week. If not, he will look at a couple other options for our team.

The staff visit to UND was snowed out and they are now hoping to visit the first week of June. Our positional coaches will sit one on one with UND coaches.

Sunday, August 17<sup>th</sup> is set up for Gold Card sales from 5:30-9:30 pm. Mike would like to see a meal set up at the school here before the players go out to sell. They will divide into small groups, a parent will drive them around to designated areas to sell. They will then meet up back at the school at 9:30 pm. Mike suggested that since there will no longer be a need for Dawn Freese to coordinate the Moorhead scrimmage, maybe she could move into working on coordinating this event.

Team pictures are set for the first week of practice. They will take place on Wednesday, August 13<sup>th</sup>.

The summer program will take place on Mondays, Wednesdays and Fridays from 7:30-10:30 am. The cost will be \$90.00. Brochures will be on the website under camps. Mike is expecting 40+ Varsity players and 20+ underclassmen.

### **TURF VS. GRASS UPDATE – Dan Ploenzke**

Dan informed the group that he spoke with the superintendent and personally vocalized his support for turf vs. grass. He was informed that there is currently a bond that the district is paying for AVHS and EVHS that is almost complete. The school board is empowered to take monthly payments on the bond and put it towards something else. The school board has elected to hold off for one more year. They would like to do all four schools at once. There is a rumor going around that Rosemount is getting turf this year along with a new track. That is not true. The Lakeville school district is going ahead with turf this year. They are already getting negative press about this. Comments were made that the longer this is held off, the more expensive it is going to get as the turf is made of petroleum products.

### **OPEN POSITIONS – Patti Ploenzke**

There is still a need for a concessions coordinator and someone to coordinate after game parties. There is also a need for team grade level contacts for the Communications Coordinator position. If you know of someone for the 9<sup>th</sup> grade, 10<sup>th</sup> grade and JV teams, please let Pat Jensen know. These grade level contacts would be responsible for collecting updated/complete player and parent contact information, providing a game recap for their respective team and to relay this information to Pat Jensen to give to the Website manager.

Patti passed around the roster of all the heads of the committees to get current or updated information.

Patti raised the question to the group about how they would like to receive information from the AVQBC meetings. The group decided that they would like to see it posted on the website.

### **SECRETARY'S REPORT – Nancy Vonnahme**

Nancy will provide the completed meeting minutes to Dan and Patti Ploenzke, Mark and Susan Schmiel and Pat Jensen to be posted on the website.

### **TREASURER'S REPORT – Jim Landes**

Jim stated that there is nothing much to report at this time. He will provide reports as things change. There were basically no bills over the summer and he has received a few bills for items like the website, down payment for the banquet and from Metro Athletic which is where we get our football equipment and supplies.

### **COMMUNICATIONS COORDINATOR REPORT – Pat Jensen**

Pat will pass on any information to the website manager as she receives it.

### **SOCIAL COMMITTEE UPDATE**

The football banquet has already been set up for Sunday, November 30<sup>th</sup> at Crystal Lake Golf Course. Need to check to see if there was a down payment made yet and if we need to cancel the date at Royal Cliff and receive a refund from them.

This classroom (Room 152) has been reserved for all AVQBC meetings. The cafeteria has been reserved for the freshman/sophomore social on August 21<sup>st</sup>. The pasta feed set for Wednesday, August 27<sup>th</sup> will be held at the school. The cafeteria has also been reserved for the Wednesday, October 15<sup>th</sup> after-game party. The question was raised as to whether we should also reserve the cafeteria for the after game party for Thursday, August 28<sup>th</sup>. Will decide at a later date.

Jane Gurtcheff holds the main book for the social committee and would like to divide up responsibilities among the Social Committee members. Decided that it would be best to photocopy sections of the book instead of splitting it up. The Social Committee will meet separate to discuss responsibilities on Sunday, May 4<sup>th</sup> at the home of Ron and Linda Moore.

### **CLOTHING UPDATE – Mir Hermes (player) and Talla Antonczak (general sales)**

Mir Hermes reported that the captain's will be meeting Sunday night to come up with the team slogan and they will be shown samples of player clothing for the 2008 season at the

same time. These clothing items will be for player's only to be worn at workouts. They are not required to purchase these items. These items can be offered again in August along with sweats. Ordering is very flexible and there is no minimum purchase. Last year, a package deal was offered. Will not do that again as not all players needed all that clothing and some could not afford. Would like players to have t-shirts for the summer workout program. The "Valley Rules" logo can only be used on player clothing. Question was raised as to whether we could use attendance at the summer program as incentive to earn free shorts or other clothing. Mike responded that they already take attendance each day so that should not be a problem. He also reported that they players will receive information at the meeting before school on Thursday, May 22<sup>nd</sup> at 6:30 am.

Talla Antonczak reported on the general sales clothing items. She has "Valley Pride" items left over from last season. The "vintage" items have historically been sold for about \$25.00 to get ride of. These items can be personalized as well. Will use that logo again this year however, everything will be tackle twill (not screen printed) at the same price. Talla raised the question as to whether parents would like to see the logo say "Apple Valley Football", "Apple Valley Eagles" or just "Apple Valley High School". She can do a variety of options if people like one over another. She will come up with an order form that will list all of the options for ways to personalize clothing. There will be about a one week turnaround time for all personalized options. Other items discussed were blankets, chairs, stadium chairs, stocking caps, etc. If anyone has other ideas for items, please call or e-mail Talla Antonczak.

### **FUNDRAISING DISCUSSION – Mark & Susan Shmiel**

Mark and Susan Shmiel provided a summary of options for fundraising. Mark reported that we need to come to some sort of conclusion quickly as we need to get going on fundraising. The group has decided not to participate in the Twins concessions fundraiser this year.

First idea is the sell advertising signage to be hung on the fence around the football field. Some options discussed were to offer lifetime signage for \$5,000 or 5 year signage for \$2,500. It may be easier to get more commitments for lower cost option. Mark will talk to Scott Larson to see if there is a limit to the number of signs that we can have (there are currently seven signs there now on the south side), and to see what businesses have already been contacted.

Second idea is to offer \$5 raffle tickets at the games to win a cash prize. These can be sold to visitor's as well as Apple Valley fans. Will need to get OK from Scott Larson to make sure that this is a legal option first of all.

Third option is program sponsorship. Sell "Eagle Club" memberships – one line of print that lists sponsorship for business (\$50) or individual/families (\$10). Could advertise this idea to Apple Valley alumni as well. Mark will need to work with Scott Bauer who works on the display advertising for the program. Does the display advertising sales cover the cost of the program? What kind of profit are we making on it?

Some other options were brought up – Great Harvest Bread Company offers a fundraiser in which players work the bakery for the day and receive profits of up to \$5,000 for one day. Need to apply in January, Great Harvest votes in February and work day is set up for March. Mark will look into for next year.

Brick sales – Mike reported that we could sell engraved bricks again Businesses and families can have their name or their player's name engraved on a brick that will then be placed in the entrance of the football stadium. Just need to get the word out again. Darren Giese will look into the Pancake Breakfast at Applebee's. There were only three available dates the last time he checked. Will report back.

### **OTHER BUSINESS**

Dan Ploenzke reported that Sharon Ritacco will head up the tailgating parties again this year. She wants to propose an idea to the AVQBC – would our program be willing purchase a gas grill that can be used at the two away tailgating parties and then the grill can also be used at the concession stand to grill brats, hot dogs, etc. for home games? Discussed that there are already not enough people to work the concession stand as it is and a grill would only require more people. Is the problem really about finding grills to use for the tailgating parties or is it more about finding a way to get grills to the tailgating events? Also, the Band hosts a Brat Sale for one home game already.

Linda Moore received an e-mail from a soccer captain's parent who is trying to coordinate something between the soccer team and the football team as a way to get players pumped up for the seasons. Soccer games are typically Tuesday and Thursday evenings with football being on Friday evenings. Can we work out some sort of "fun night" between the two programs? Will think about and discuss at a later date.

Mike requested new ideas for Gold Card sponsors this year. Some businesses mentioned were Jimmy John's, Inta Juice, Panino Brothers, La Luz Café, a gas station, Two Guys From Italy, and Giuseppe's.

The coaches and captains will hold the 8<sup>th</sup> grade football meetings at both Valley Middle and Falcon Ridge in the middle of May.

Next meeting scheduled for Monday, May 19th at 7:00 pm.

The meeting was adjourned at 8:40 pm.

Minutes recorded and submitted by Nancy Vonnahme.