

APPLE VALLEY QUARTERBACK CLUB

May 19, 2008 Minutes

The meeting was called to order at 7:00 pm by Presidents Dan and Patti Ploenzke. Also in attendance were Ed & Marcia Friedrichs, Darren Giese, Bill Bodin, Tammy Wilson, Nancy Vonnahme, Scott Bauer, Pete Louis, Doug (?), Talla Antonczak, Susan Schmiel, Sean Martens, Linda Moore, Jill Besong, Kathy Villeneuve, Jim & Brenda Landes, Brian & Mir Hermes.

FUNDRAISING DISCUSSION – Susan Schmiel

Meridian Marketing Group - Susan introduced Wang and Lisa from the Meridian Marketing Group. They offer a fundraising promotion in which groups sell “Thank You”/gift cards. They are a \$15 value (\$5 card and \$10 gift card) that we would purchase for \$3 each. The two gift cards that we would have to choose from at this time would be Major’s or Timberlodge. The advantage of this promotion is that there is no order taking and requires no second visit. Along with the sales of the cards, there are also incentives offered by Meridian. The student who sells the most cards will receive a Wii console. Meridian also offers a raffle prize at home games. People who purchase a gift card will fill out a raffle ticket and, in a drawing at the game, will win a 3 day/ 2 night get away package (this is not a timeshare or sales presentation.) There will be one raffle package available for every home game. At this time, Meridian is not working with Eastview, Rosemount or Eagan. The Apple Valley LaCrosse and Swimming Booster Clubs have contacted them regarding this promotion. We will receive the first 200 cards free. After the first 200, we will pay \$3 per card. Dan Ploenzke asked if there is a time limit to sell the cards. Wang stated that there is no start date or end date. Patti Ploenzke raised the question about the expiration date on the card (7-31-09). Wang explained that the cards will have a minimum of 8 months before expiration. Each new order of cards will have a new expiration date. Patti asked if any other south of the river teams are doing this promotion. So far, only Burnsville High School is participating. Susan Schmiel asked about minimum orders. Wang stated that we have to order in increments of 200. If we place an order and are unable to sell them, Meridian will take them back. Meridian works with new vendors every year. Next time, we could pick a different restaurant from what is available if we wanted to. With orders of 20,000 pieces, Meridian offers free personalization logo and message on the card. Jim Landes asked about payment for the cards. The club would have to pay for them upon shipment.

The group discussed this promotion. Some questions raised were would we be able to sell these cards at the concession stand (or near the concession stand) at games along with the raffle promotion. We are guaranteed at least four home games. Will have to check with Mike about this. This promotion would be in addition to Gold Card sales. Do we want players to sell these cards also or should we make it a parent promotion? A motion was made by Brian Hermes to try out this promotion by having parents sell the first 200 cards. Bill Bodin seconded the motion. All were in favor. Dan, Patti, Mark and Susan will discuss with Mike.

Gold Card Sales – Question was asked if we know what offers are on the Gold Card for this year yet. Dan stated that we do not know yet but all suggestions were given to Mike for new offers.

Pancake Breakfast – The pancake breakfast at Applebee's is a "no go" as there were no dates left for this year. Next year, however, is wide open. We can do any Saturday or Sunday morning in the fall of 2009. The profit from the last pancake breakfast was about \$2,000. This would continue to be a freshmen team fundraiser. Darren will check into dates with Applebee's for 2009.

AV Stadium "Walk of Fame" Brick Sales – Susan explained that the engraved bricks were only sold in 1999. The cost would be \$100 for a small brick and \$200 for a large brick (with engraving). The area will need some work – clean-up, fix broken boards and concrete staining. This would take approximately 4-5 hours. Susan suggested that we could have a sign on the fence directly behind the bricks to draw more attention to them. We could produce a pamphlet to be handed out at all the socials, put a note in the program and send an e-mail to everyone in the AVQBC to promote sales. We could also offer a pre-season brick special. We would have to check with Scott Larson about the details and engraving. Linda Moorse stated that she owns an engraving machine if anyone would like to look into how it works. A motion was made by Bill Bodin to go ahead with brick sales again this year. Brian Hermes seconded the motion and all were in favor.

Advertising Banners – Susan reported that she and Mark were informed that all money raised by selling banners on the fence surrounding the stadium goes to the district and not our club. She suggested that we sell banner space on the back of the bleachers (near the Track & Field sign) instead. The banners would be approximately 6' x 12' and would sell for \$2,500-3,000 for a three year commitment. They would be put up and taken down each season to save on wear and tear. We would need to coordinate with Scott Bauer and the program sales on this. Also, we need to work with Scott on suggesting to businesses that are not interested in buying ad space in the program that they pay less money for just a mention in the program.

Trevor Laws Connection – We will be pursuing Trevor Laws for a donation and NFL match. Will follow up on.

SECRETARY'S REPORT – Nancy Vonnahme

Nancy reported that she will continue to forward the meeting minutes to Pat Jensen to be posted on the website as well as Dan & Patti Ploenzke, Mark & Susan Schmiel and Mike Fritze. The minutes from the April 21 meeting are posted on the website at www.avfootball.com. The AVQBC link is on the left hand side. The listing of Officers and Committees are also posted on the website. A question was raised if all parent and player e-mails should be listed on the website as well. The group decided against it.

TREASURER'S REPORT – Jim Landes

Jim reported that there is little activity this time of year. He did write some checks for some old bills worth approximately \$1,100. We are down to a balance of \$845.22 at this time. It would be nice to make a little money over the summer.

SOCIAL COMMITTEE UPDATE – Brenda Landes

Brenda reported that the Social Committee met at Linda Moore's house and most of the chairs/co-chairs were decided that evening. There are still some spots to fill – Coordinator for the 9th grade watermelon feed and Coordinator for the 10th grade ice cream social. Mir Hermes made copies of the different sections of the big social committee book for the chairs and co-chairs. There are approximately fifteen different events covered by the Social Committee.

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

Mir Hermes reported that there is player meeting at 6:30 am on Thursday, May 22. The order forms for shorts and t-shirts for the summer program will be handed out at this meeting. These items are sold at cost to the players. In August, there will be an order for fall football clothing items.

Talla Antonczak reported that she looked into doing a Rally Towel. She found a gold towel and with the embroidered logo we could sell for \$5. She is looking into finding hankies but so far can only find white.

OTHER BUSINESS

Susan Schmiel mentioned that she did some investigating into the possibility of purchasing grills for the tailgating events mentioned at last month's meeting. She found several places that sold portable and collapsible Coleman grills for approximately \$150. We would also need to purchase small propane cylinders for these. The group could look into purchasing a couple of these to make it easier to transport grills to the tailgating events. Another option was a portable tabletop grill that sells for approximately \$55. The group decided that a tabletop grill would require more table space and would not be big enough for the tailgating events.

Susan also showed a sample of player posters that we could offer to the club. Talla took the pictures for the sophomore team last year and they were made into posters. The poster and an 8" x 10" picture sold for \$69. The 8" x 10" picture alone sold for \$29. A group discount could be offered if 7 or more players made purchases. Susan mentioned that they would need a list of all players interested so that they knew who to photo. Talla mentioned that it is a time consuming task to get pictures of all players. Suggestions were made to have information/sign-up sheets at the socials and other events and offer these to senior parents/players.

Jim Landes asked if there was any new information on the scrimmages. Dan and Patti have not heard anything new.

Dan and Patti mentioned that they would also be attending the player meeting on Thursday, May 22 at 6:30 am to try to get e-mail addresses for all parents and players.

Pete Louis made a motion to adjourn the meeting. The motion was seconded by Bill Bodin and all were in favor. The meeting was adjourned at 8:25 pm.

Next meeting scheduled for Monday, June 16th at 7:00 pm.

Minutes recorded and submitted by Nancy Vonnahme.

IMPORTANT DATES

- June 16 - AVQBC Meeting – 7 pm

- July 21 - AVQBC Meeting – 7 pm

- August 11 - AVQBC Meeting – 7 pm
- August 13 - Team Pictures
- August 15 - Player/Coach Meat Feed – 12:30 pm
- August 17 - Gold Card Sales – 5:30-9:30 pm
- August 19 - Varsity Social
- August 21 - Freshman/Sophomore Social
- August 23 - Scrimmage
- August 26 - 9A Game @ Kennedy – 4 pm
- Coaches Corner – 7 pm
- August 27 - Pasta Feed
- August 28 - 9B & 10A Home Game vs. Kennedy – 4 pm
- Varsity Home Game vs. Kennedy – 7 pm
- After Game Party at AVHS

- September 2 - 9A Home Game vs. Eastview – 4 pm
- JV Game @ Kennedy – 4:30 pm
- Coaches Corner – 7 pm
- September 4 - 10A Game @ Eastview – 4 pm
- September 5 - 9B Game @ Eastview – 4 pm
- Tailgate Event @ Eastview – 5 pm
- Varsity Game @ Eastview – 7 pm
- September 8 - JV Home Game vs. Eastview – 4:30 pm
- September 9 - 9A Game @ Jefferson – 4 pm
- Coaches Corner – 7 pm
- September 11 - 10A Home Game vs. Jefferson – 4 pm
- September 12 - 9B Home vs. Jefferson – 4 pm
- Varsity Home Game vs. Jefferson – 7 pm
- September 15 - JV Game @ Jefferson – 4:30 pm
- AVQBC Meeting – 7 pm
- September 16 - Coaches Corner – 7 pm
- September 18 - 10A Game @ Wayzata – 4:15 pm
- September 19 - Varsity Game @ Wayzata – 7 pm
- September 23 - 9A Home Game vs. Lakeville North – 4 pm
- Coaches Corner – 7 pm
- September 25 - 10A Game @ Kenwood vs. Lakeville North – 4 pm
- September 26 - 9B Game @ Kenwood vs. Lakeville North – 4 pm
- Tailgate Event @ Lakeville North – 5 pm
- Varsity Game @ Lakeville North – 7 pm
- September 29 - JV Home Game vs. Lakeville North – 4:30 pm

September 30 - 9A Home Game vs. Lakeville South – 4 pm
- Coaches Corner – 7 pm

October 2 - 10A Game @ Lakeville South – 10 am
October 3 - 9B Game @ Lakeville South – 4 pm
- Varsity Game @ Lakeville South – 7 pm

October 6 - JV Home Game vs. Lakeville South – 10:30 am
October 7 - 9A Game @ Rosemount – 4 pm
- Coaches Corner – 7 pm

October 8 - Senior Night
October 9 - 10A Home Game vs. Rosemount – 4 pm
October 10 - 9B Home Game vs. Rosemount – 4 pm
- Varsity Home Game vs. Rosemount – 7 pm

October 11 - Homecoming (?)
October 13 - NO SCHOOL
- JV Game @ Rosemount – 4:30 pm
- Coaches Corner – 7 pm

October 14 - NO SCHOOL
- 10A Home Game vs. Eagan – 4 pm
- 9A Game @ Eagan – 4 pm

October 15 - NO SCHOOL
- Varsity Home Game vs. Eagan – 7 pm
- After Game Party at AVHS

October 16 - NO SCHOOL
October 17 - NO SCHOOL
- 9B Home Game vs. Eagan – 4 pm

October 20 - AVQBC Meeting – 7 pm
October 21 - Playoff Game #1
October 25 - Playoff Game #2
October 31 - Playoff Game #3

November 7 - State Quarter Finals
November 14 - State Semi Finals
November 21 - State Finals
November 26 - NO SCHOOL
November 27 - NO SCHOOL
November 28 - NO SCHOOL
November 30 - End of Season Banquet – Crystal Lake Golf Course