

LOBOS BOOSTER CLUB COMMITTEE MEETING

Friday, Sept 11, 2020, 9:00 AM

Meeting was held via Zoom

MEMBERS PRESENT

Susie Boutonnet
Marcus Carroll
Stephan Lins
Mike Mast
Bill McClintock
Lyndon Schutzler
Joe Servi

MEMBERS ABSENT

Jeremy Green
Lewis Leader
Nate Steen

STAFF PRESENT

Beccie Michael
Gerardo Olivares
Wendy Bates

1. Meeting Called to Order by Stephan Lins at 9:06 a.m.
2. Recognition of Guests: None
3. Public Comment: None
4. Approval of July 31, 2020 Minutes

Motion: Stephan

Second: Susie

Ayes: Bates, Boutonnet, Carroll, Mast, Lins, Schutzler

Nays: None

Abstentions: None

Motion Carries

5. Update regarding Athletics Programs and Disbursement of Booster Funds (Wendy Bates)
 - Wendy started her report by sharing that coaches are still meeting with athletes virtually and lending them equipment so they can continue to stay fit.
 - Another new thing will be an all-athletes zoom session once a month. We will start with mental health as the first one, probably in October, but these sessions will be aimed at students, with coaches present and presented by MPC Staff like Student Health, and student services.
 - The new Athletics website is up and running -Lyndon should be happy about this project which started two years ago! The site is up, and we are still updating it as we go, but Kristin has been working hard to keep it up. The next part is to have Athletics personnel trained on keeping it updated regularly. We have some assistant coaches with some skills that will help with that.
 - Athletics store will be opening soon, and this will also link up to the new website.
 - Booster distribution was pretty much the same as last year, but we also started a fund for our new Beach Volleyball team.
 - The Baseball Project has been a little held up due to the poor air quality, but we continue to progress.

- Beccie added that it would be good to ask coaches for feedback regarding the recent Booster funds disbursement so we can generate content to report back to our Booster donors.
- Wendy agreed and Lyndon added that Wendy will be pulling annual expenses reports soon and we can use this data to report back to our donors. These reports are due in October so this could become part of our annual process.

6. Review Results so far of Fundraising Video & Membership Drive Campaign (Beccie Michael)

- Beccie reported that while it is too early for final results for this campaign, she wanted to mention that we shared the video on all our social media channels, and we also did three separate mailings to Booster supporters for Booster Member renewals, prospects and businesses. We have also sent a few E-Newsletters.
- Beccie asked for the committee's opinion about timing for the campaign, as we used to run August to August as benefits coincided with the sports calendars year, but with this strange year, it would be good to set some dates around other incentives.
- Stephan shared that having a date to donate by is smart, but also resharing the videos, mail and emails are a great reminder for our audience. The messaging needs to be repeated to be most effective.
- Gerardo then explained the stats of social media views and reported how well our video was doing, when comparing to MPC Athletics video of all coaches, their reach and views was greater. One idea was to post the newest video on the MPC Athletics social media channels directly, and also ask coaches and students directly to help share. This will increase views and audience and hopefully more donations to Booster will come in.
- The committee discussed the idea of having students posting and resharing our video with the description of video leading to the Booster donation page. The committee agreed to have students helping with shorter videos to give updates, the message should be any donation counts and we should have more donors and focus on those.
- Beccie concluded that we will work on a series of videos with a script that we can share from the Athletics department twitter account since they have the most reach and also share through the Foundation's social media. Scripts and guidelines to follow.

7. Discuss Virtual Events (Committee)

- Beccie share that at the last meeting we briefly talked about keeping donors engaged. We discussed how this can be a benefit for Booster supporters, and we can talk to coaches like Ronnie Palmer to help us implement these virtual meetings for our donors.
- This idea comes from the fact that in the past Booster Members get benefits to attend games for free, so in lieu of that we would organize some kind of virtual meeting as a benefit of becoming a member.
- Stephan added that it would be great to have former MPC athletes who made it pro as speakers and having the audience engage with them. This could still be done by zoom and maybe would be more of a draw.
- Beccie added that maybe we can invite a couple of coaches and students, or maybe an alumni speaker and they can all participate in the meeting and various names were suggested by the committee. Bill McClintock added that we could also invite female student athletes that participated in sports while at MPC. The committee agreed to continue the planning of this virtual event at the next meeting.

8. Announcements:

- Stephan asked if there are any other announcements and suggested next meeting would be in the first week of October (date TBD by doodle poll).
- No more announcements.

9. Meeting adjourned by Stephan Lins at 10:08 a.m.