



DC Huskie Quarterback Club –Monthly Meeting Minutes January 10, 2018

Meeting called to order by Brian Briggs at 1832

Introductions

- Welcome and new board member and liaison introductions

Updates from Coach Hill

- Team meeting Thursday during AA. 10:15 in south team room
- Coach meeting with students at Mesa in the morning on January 17th
- Freshman orientation night at DC, January 17th, from 6-8pm. Who will be at table with me? What information would you like to give out besides current draft schedule, weight camp information?
- I would like to get events we are planning on calendar best we can sooner than later to ensure assistant availability
- Football schedule is set and will be finalized at the CHSSA meeting January 25th
 - Don't like that we are not in same conference as CV. Hope it changes
 - Would love to have CV be our traditional 10th game to end every season
 - Scrimmage
 - Mountain Vista, Ponderosa, Prairie View @ Mountain Vista
 - Non-Conference
 - Mountain Range
 - Rock Canyon
 - Denver South
 - Castle View
 - Arapahoe
 - Conference
 - Regis
 - Chaparral
 - Legend
 - Fountain Fort Carson
 - Doherty
 - Before, conferences were determined by RPI, and then it waterfalled. Now, going back to determining conferences by geography and natural rivalries
- Coaching Changes
 - Ubben, Hartman, Smith, and Schubarth are not returning
 - Davidson and Axworthy will be Co-Offensive Coordinators
 - Coach Hill will be taking over the Offensive Line. Will run triple option, bringing back zone scheme, more split flow. Different for the better. Defensively moving to a 3-4
 - Looking to hire a Frosh HC and a Varsity Assistant
 - Working with Raptors and Knights for possible Frosh HC. Can do nothing but build stronger relationships with the youth programs
 - If you know of someone who may be interested, talk to Coach Hill
- Several clinics coming up and I have scheduled the Coaches Retreat. We pay \$495 for a year-round "season pass" to the Glacier Clinics. For all of our coaches. Coach Hill has also put youth team coaches on the "season pass." Great opportunity to network, research, talk with other coaches, helps with recruiting. This "season pass" also gives us access to many online resources and webinars
 - Vegas Clinic Feb 8-11th. (I will miss the booster club meeting)
 - Denver Clinic Feb 23-25th
 - Coaches Retreat April 20-22nd



- Still looking at possible college visits
- I would like to finalize what we are thinking for fee structure and what we are doing for fundraising
- WMD's start next week: Willingness meets Merit & Determination. Football Club. Team building activities. Reteach offense, defense, special teams. Help players learn how to break down film. Tuesdays, Wednesdays, and Thursdays, 3:15-4:15, in the South football offices, until Spring Break. Voluntary, low pressure environment. Will try to repeat over the summer for those players who couldn't attend
- Several players are not enrolled in power weights and need to be. Registration will happen in the next couple of weeks. Varsity players, or wanting to play varsity, expectation is to be in Power Weights or 0 hour next year. If not possible come talk to me. This is an athletic department expectation that all varsity athletes are in power weights class
- Still having individual player meetings, please have your player come see me if I haven't talked to them yet
- Brian and I met with Under Armour uniform rep today. Starting mock up process to give the QB Club an idea for budget purposes. Must make a decision by March 2nd to get best discount
 - Have some mockups. Maybe have an alternate jersey, graphite grey, for special games/to rotate
 - Looking at between \$22-25K for a set
 - Current jerseys are 4 years old. Need to fill in those that are too worn
- Considering changing helmet decal. Ideas? Considering a contest with economics class, graphic design class, or school. Can also open it up to outside designers. Not changing the Huskie itself, just the decal
- Team Sock: I like how they look, but \$10 a pair. Looks better to have a complete uniform. Last year was the first year we didn't do it. The cost is \$1000 to \$1500. In the past, worked with the Cheer Team to sell the extra socks
- Once we make some decisions about uniforms, socks, etc., will finish up my budget
 - Still need to finish up my organization with returned equipment. I know I got it back. Need to go through torn jerseys etc.
- Huskie Tough is the motto for the upcoming season. Your effort equals your result
- Players feel that spirit of the school is down, want them to be leaders of change, attend other sporting events
- Coach Hill was diagnosed with Glaucoma last season

Updates from the President

- Looking for a Community Events Coordinator volunteer
 - Plan 5-7 events, get out in the community
 - Purchase merchandise and food, coordinate volunteers for these events, have players at events, get our football name out into the community
 - Want to go outside of the Board for this volunteer position, but will have support of the Board
 - A lot of latitude for the volunteer to determine what they want to do for these events
- Huskie Cards
 - We researched and considered a different vendor, but Board decided, unanimously, to stay with Huskie Cards. Like the Card, the app, Negotiated a better price
 - We are looking to order 2200 cards, will make approximately \$50K
- Bingo Night
 - Great fundraiser, as there is no bingo in the area. Still researching, but if done right, could net us \$20K-\$40K
 - Possibly hold Bingo Night two Fridays per month
 - Rebecca Brooks has a gaming license and will be in charge of this activity
- Merchandise
 - Will order new swag when the Club has funds
 - Currently selling merchandise at Play It Again Sports. Nice to have a storefront
 - If you have any ideas or suggestions, please contact Brian or Tammy Sanchez
- Sponsorships
 - The Board has re-worked the sponsorship levels. Open to feedback
 - Want to finalize sponsorship levels this month
 - 600 contacts on the sponsorship list. Last year maybe 60 of the 600 purchased sponsorships. 5 purchased the top sponsorship level



- We will ask players to visit the big sponsors. Valerie will send thank you's
- We need your help!! If you know of a sponsor, your employer, please relay that information to Brian
- If you are a sponsor, please consider buying your sponsorship now
- Want to start contacting potential sponsors in February
- Reaching Rising Freshmen
 - Raptors Access: Brian
 - Knights Access: Valerie
 - Coach Hill is going to Mesa next week
 - If you know of someone, please notify Brian: president@huskiequarterbackclub.com
- Parent Mixer: Looking for a location. Hope to have it in February or March
- Will Blind Copy email addresses in all correspondence going forward. Sincere apologies for not doing so

Updates from the Vice-President

- Parent Survey
 - Going out next week. Please respond when you receive it. We really want your feedback and input
 - Coach Hill is getting input from the players
 - The QB Club will talk with the coaches to see what they need from the QB Club

Secretary's Report

- Review and approval of November 2017 meeting minutes. November meeting minutes approved
- Website Update: Patrick Merillat
 - Building a website for the DC Huskie Quarterback Club, Current version isn't final. Can purchase different themes for \$50
 - Using Word Press. Cost benefits to building our own and customizable to our wants/needs
 - Storefront
 - Upload team and game day pictures with unlimited space
 - Can run sponsor banners across our site
 - Post Volunteer Sign Ups and keep track of volunteer hours
 - Fundraise (similar to Team Snap/HUDL)
 - Cross-posting from other social media
 - Upload forms
 - Register for Team Camp, youth camp
 - Use Pay Pal, or maybe Square and Stripes, for payment
 - Coach Twitter feeds
 - Coach's Corner
 - Can take information from the old website and transfer it to our new website
 - Plan to go live, on some level, by the end of February
 - Mail Chimp: Currently can have 2000 subscribers and 6000 emails, or pay an additional \$10 for unlimited
- Social Media Update: Laura
 - Group Me: mass text message system for quick reminders
 - Email Secretary@huskiequarterbackclub.com, provide your phone number. Laura will sign you up. You will receive a text message, accept YES
 - Send social media links to Dave and he can post on main football page
 - Dave can provide the emails that he has
 - On all social media we will highlight football players: cross-sport, community service, academics, anything from coaches. Need parents to email that info to Secretary@huskiequarterbackclub.com
- A complaint from previous years was lack of communication. We want to flood you with information. Any ideas how to do so, please email the Secretary. We currently have 132 emails on the contact list. If you know people who aren't receiving emails from the Club or Liaisons, please notify us at Secretary@huskiequarterbackclub.com



Treasurer's Report

- Everything has cleared from last year
- Current balance:
 - \$5155.77 in checking
 - \$10,040 in the money market
- Last year we had \$107,542 in expenses and \$103,597 in income
- Huskie Cards
 - Last year we paid \$20,400 for cards. \$44,166.50 sold. Net: \$23,766.50
 - Want to receive Huskie Cards before CV's cards come out
 - If we do our own version of Team Snap, we can run that simultaneously with Huskie Card sales. Last year we couldn't do that at the same time due to an agreement with Team Snap
 - Accountability on kids to sell them. Brian will work on mapping out selling areas. Sell at King Soopers and the Parade
 - Incentives for top sellers cannot be money or gift cards. Prizes OK. Social media recognition
 - Last year we sold approximately 1400 cards, gave back 900. Not all players sold Huskie Cards
 - We have the potential to make \$49k this year with Huskie Cards
 - Need vendors finalized by March. Email President@huskiequarterbackclub.com if you have a suggestion
- Costs to run the program
 - \$200k in 2016
 - \$100k in 2017
 - \$150k estimated for 2018

Liaison Updates

- Dena, Senior Liaison: Draft Calendar. Will email it out once more dates are solidified
- Jeni, Sophomore Liaison: Freshmen Survival Guide

Review of Old Business

- Check November meeting minutes

New Business

- Pottenger's are taking over the Huskie Bus
 - Know anyone who does custom wraps? Big Dog Graphics. Others?
 - Paint job is original from 2003

Key Calendar Date Reminders

Next Monthly Huskie Quarterback Club Meeting: February 7, 2018

Meeting adjourned 1943