

Shakopee Derby Days, Inc. Board Meeting Minutes
Thursday, March 28, 2013 at 6:30 p.m.
Shakopee Community Center Rotary Room

1. Call to Order at 6:33 p.m. by President Jack McGovern

Roll Call – 18 people in attendance/13 board members: Catlin Soukup*, Wes Reinke*, Anita Botamer*, Jay Whiting*, Brian Dahl*, Ryan Koch*, Heidi VonBokern*, Parris Quinn*, Pamela Pleasants*, Shirley Keller*, Dean Bauleke*, Lori Esser, Jack McGovern*, Brandon Grunst*, Kayla Snyder (arrived later), Dana Listerud (arrived later), Matt Lehman (arrived later), Darren Younge (arrived later), Linda Bittner (arrived later). (* denotes board member)

2. Approval of Agenda

Jack requested to add Power in the Park as item 8.4 under Old Business. Motion Jay/Pamela to approve the agenda as amended. Carried.

3. Meeting Minutes

Motion Jay/Anita to approve the minutes of the February 28, 2013 board meeting as emailed out. Carried.

4. President's Report

Jack said that feedback he had received about Bunny Blast Bingo was positive.

5. Vice-President's Report

Pamela had no update.

6. Treasurer's Report

Shirley mentioned that she is resigning effective April 30, 2013. She distributed financial reports to the board and went over items within them. She presented a CPA records retention policy, required by the attorney general, for use for 501(c)(3) non-profits and asked for its adoption. Motion Jay/Heidi to approve the attorney general's policy for retaining records. Carried. Shirley mentioned that she will email an updated event income statement to the board once it is finalized. She will also finish this quarter's work and taxes. Linda Bittner has offered to step up as treasurer, and Shirley and Lauri have offered to train her in. Motion Jay/Anita to approve the financial reports. Carried.

7. Secretary's Report

Wes mentioned that a sucker vendor has emailed Derby Days and Wes would like the board's input on if it falls under a food vendor or business expo/market fair vendor contract. The understanding is that it is made off-site and brought in, so board direction was business expo/market fair.

8. Old Business

- 1. Committee/Chairperson Needs for 2013** – The following event chairs and committee members are needed: dodgeball derby event chair, market fair chair, most inviting landscape contest chair, sawdust pile grab chair, silent auction chair, volunteer coordinator, fundraising committee. A fitness center was suggested as a potential chair for the 5K. Lori Esser would be willing to help with publicity, with the understanding that she is extremely busy during the day. Ryan also offered to help with publicity. Dana Listerud asked for a written description of the market Fair duties, but is interested; however, is unable to make it to Shakopee on a regular basis. Jack may have a contact for the dodgeball tournament.
- 2. International Festival** – International festival entertainment is booked. There is one food truck with interest (Jay has a check), but needs to get paperwork in. Forms are going back and forth. Contracts look like the Derby Days food vendor contract. Jay mentioned that the SDA is not its own corporation.
- 3. Button Proposal** – This was moved to the end of the meeting.
- 4. Power in the Park** – Discussion about putting power in Huber Park. Jack will be bringing this before City Council and wanted to get a feel for how to propose this to Council. He has been trying to get donations for this project, with bids coming in around \$30,000. He provided an overview of the project, history, and the goals. Discussion originally was that Derby Days be responsible for \$15,000, the City paying the cost up front, and Derby Days reimbursing the City up to \$15,000 (about \$1500-\$2000 per year), as long as Derby Days is an organization and is using Huber Park. The equipment will be owned by the City of Shakopee. The Jaycees are donating \$5000 toward this, to be donated directly to the City. Discussion about applying the cost of the amount saved from renting generators each year toward that amount owed. Motion Anita/Heidi that Derby Days' contribution to the power in the park be \$10,000 to pay back the City in yearly increments up to \$1000-\$1500 per year, no more than \$10,000 toward the project. The Jaycees donation is considered the remaining balance to meet the \$15,000. Carried, with Jay abstaining.

9. New Business

1. **Participation Fee Policy Rates** – Wes presented the participation fee policy that has been in place and asked for the board's input on if rates should stay the same and any other changes to the policy for 2013. It was asked about entities coming forward to negotiate terms, but it was felt that the verbiage currently within the policy is adequate. In response to a question about entities not paying, Wes stated that the promotions and advertising fee portion is due up front. Motion Jay/Heidi to approve the participation fee policy. Carried.
2. **Technology/Communications** – Catlin recapped the technology/communications meeting held on March 18. Items discussed include using social media/technology; revamping the Web site (changing its layout, making it easily accessible for mobile devices); adding YouTube; enhancing Twitter. After this meeting, Catlin and Wes also discussed working together on Facebook and creating videos for YouTube, and evolving "publicity" into a "communications" committee, with publicity encompassed within it. The goal is to find cheap/free ways to promote. The card reader idea was not recommended to be pursued; but options are being explored to accept registration/payments through PayPal or other means (e.g. Active). Lauri has offered to prepare keyboard-ready forms in Adobe Acrobat for the Web site.
3. **Wednesday Night Events** – Wes asked the board about the status of the community picnic and football boosters events for event schedule purposes, with the addition of the international festival. Jay is looking at 4-5 food trucks for the international festival, running from 5-9 p.m. or later. Our food license can cover three events, and Shirley mentioned that we did well on the picnic last year. Consensus was to keep the picnic and the football boosters events on Wednesday night. Jay also mentioned that he'd like to see the extra money collected from SDA activities reserved for the SDA.
4. **Bunny Blast Bingo Recap** – Lauri was not in attendance, but had provided Wes with updates on how Bunny Blast Bingo went, and her recommendations. Wes presented these to the board. Recommendations included: running from 11 a.m. until 1 p.m. (people wanting to play at 11 and many clearing out around 1); 20 games instead of 26; ensuring that people know it's one whole sheet per game, not just one face of the sheet; sell packets of 5, 10, or 20 sheets before the first game and then sell single cards between games; organization was good, but only needed about an hour for set-up with seven helpers. Lauri had also noted 112 people were able to be seated with the new table set-up, and that after 1 p.m., not enough bingo sheets were sold to make money. She recommends giving this another try with the modifications in place. One person suggested shutting down the sales at a certain point and running games (to keep people from waiting too long). Jack mentioned that we don't need to use the sheets (can use slide cards) as long as we don't have \$150,000 in gambling revenue, and that the gambling board recommended using the sheets only for prize bingo. Jack said that the hot dogs were sold out (profited); only a case of chips was sold; pop didn't go over well, but overall, food sales at Bunny Blast Bingo profited.

8. Old Business

3. **Button Proposal** – This item was returned to at this time. Heidi asked for clarification on if people could not be in the park without wearing a button. Although signage was intended to be used strongly encouraging people to wear a button, interpretation of the minutes was that the motion was worded so that a person needed a button, and the intent is to require everybody to be wearing a button to be in the park. Discussion about the effects of requiring a button for admittance. Motion Shirley that we rescind the button vote and revote on it after a discussion. She then withdrew her motion. Heidi made a motion to remove the button requirement that was approved on February 28. Brian seconded. Jay mentioned that he thought removing the button requirement isn't right, as it's hard to get money. Matt suggested offering a VIP donation button (e.g. \$5). Motion carried with Brandon, Shirley, Brian, and Heidi voting yea; Jay, Parris, and Pamela voting nay; and Wes, Catlin, and Anita abstaining.

10. Adjournment

Motion Wes to adjourn at 8:15 p.m. Carried.

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The meeting was reconvened at 8:46 p.m. by a motion by Jay for discussion revolving around the resignation of the treasurer. The motion carried.

Those in attendance included: Catlin Soukup*, Wes Reinke*, Anita Botamer*, Jay Whiting*, Brian Dahl*, Ryan Koch*, Heidi VonBokern*, Parris Quinn*, Pamela Pleasants*, Lori Esser, Jack McGovern*, Brandon Grunst*, Kayla Snyder, Dana Listerud, Matt Lehman, Linda Bittner. (* denotes board member)

Jay made a motion to accept Shirley Keller's resignation effective April 30, 2013 and to appoint Linda Bittner as interim treasurer. Catlin suggested adding "pending successful bonding and background check" to the motion. Jay accepted the amendment to the motion. Heidi seconded. Motion carried.

Motion Jay/Anita to adjourn at 8:49 p.m. Carried.

Misc. Notes

- **Next Board Meeting** – Thursday, April 25, 6:30 p.m. (Shakopee Community Center Rotary Room)
- **Next Committee Meeting** – Thursday, April 25, 7:15 p.m. (Shakopee Community Center Rotary Room)
- **Shakopee Derby Days 2013** – Wednesday, July 31 – Sunday, August 4, 2013.
- **Derby Days Web site** – <http://www.shakopeederbydays.com/>
- **Derby Days Social Media** – <http://www.facebook.com/shakopeederbydays> and <http://twitter.com/shakoderbydays>

Respectfully submitted by:

Wes Reinke
Secretary