



TEAM COALITION
BOARD OF DIRECTORS MEETING MINUTES
April 2022

Staffing update:

- Jessica Thurston
 - Marketing Manager
 - She started on 3/7/2022
- Antonio Diaz
 - Training Analyst
 - He will start on Monday 4/11/2022

1. Financials –

- \$460,000 in the bank as of 4/1/22
- \$282,545 in accounts receivable
- \$133,556 outstanding on EIDL (Economic Injury Disaster Loan); we pay off \$2,083 each month
- \$781,130 in Net Assets
- \$312,000 in Net Income as of 4/1/22 for current FY – 6 months in to the FY
- \$22,281 net cash for the month of March
- \$68,843 in accounts receivable collection for March
- NHTSA application has been submitted for next 5 years of funding at \$40,000 each year

2. Membership –

- \$105,000 current FY dues collected from 4 members
 - \$50,000 Anheuser-Busch
 - \$25,000 Molson Coors
 - \$15,000 Beer Institute
 - \$15,000 Constellation Brands
- \$150,000 current FY dues invoiced to 7 members
 - \$50,000 Uber
 - \$25,000 Brown-Forman
 - \$15,000 NCAA
 - \$15,000 Live Nation
 - \$15,000 MLS
 - \$15,000 NASCAR
 - \$15,000 NBWA
- Aramark has spent over \$100,000 in TEAM training products
- Legends has spent \$42,000 in TEAM training products
- Spectra has spent \$6,000 in TEAM training products
- 8 members will be invoiced for \$15,000 by the end of the month of April – all for \$15,000
 - NBA
 - NFL
 - NHL
 - IAVM
 - SMA
 - NAB
 - Heineken
 - Lyft



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- Delaware North is considering stepping down from membership; 2 venues (MetLife Stadium and Amalie Arena) are training customers; membership expense does not off-set training expenses given the small volume
- PGA is a potential new member, introduction from Bill Squires

3. Training –

	<u>Budget</u>	<u>Actual</u>	<u>Revenue</u>
Trainers certified	60 (10/month)	152	\$66,965
Employees certified			
Online	5,040 (840/month)	10,727	\$143,350
Manuals	7,500 (1,250/month)	11,090	\$128,818

- 80 customers are currently using online training for their employees; average of 358 people certified each week
- CA RBS training is becoming a resource issue, having Antonio come on board is perfectly timed
- World Cup in Qatar is potential new business for TEAM thanks to Anheuser-Busch; training for 100+ employees

4. Marketing –

- Speaker for IAVM VenueConnect July 2022 in Phoenix
- NCAA Men's Final Four activation in New Orleans
 - 835 people participated
 - 414 photos over 4 days
- NCAA Women's Final Four activation in Minneapolis
 - 431 people participated
 - 199 photos over 3 days
- NHTSA funds for current fiscal year (\$40,000) will be spent with Live Nation for website banner ads on LiveNation.com and TicketMaster.com for Memorial Day Click It or Ticket Campaign
- MLB Clubs RHIR roll out with all 30 Clubs