

Tigers, Inc. Board Meeting dated 1/14/2021

Agenda:

- Wealth Management Update
- Strategic Project Management Update
- Marketing Update
 - Cohort A (Vibe Nutrition)
 - Cohort B (Mad Monks Pizza)
- Event Management Update
- Review of Financials
- Plan for Future Meetings

Attendees

- Craig Murnan, Chair
- Matthew Aliaga, President
- Belinda Sherman, Secretary
- Chirs Kuhn, Treasurer

- **Strategic Project Management – Representative(s)**
Colin Beran, Justin Dierling, Barbara Dwyer, Erin Flanagan, Ajay Stutz,

- **Project Management - Representative**
Emily Reardon

- **Marketing – Representative(s)**
Luke Griffin, Evan Heckman, Aidan Kruse, Hanna Wenger, Adeline Monks

- **Wealth Management – Representative(s)**
David Ballman, Kyle Becker, Matt Cronin, Carolyn Denges, Avere Martin, Joshua Witt

- **Event – Representative(s)**
Mikayla Loomis, Emily Ryan

Opening:

The virtual regular meeting of Tigers, Inc. was called to order at 11:30 AM on 1/14/2021 by Craig Murnan, Meeting Chair.

Open Issues

There are no open issues to discuss.

Cohort Updates:

Wealth Management

- The wealth management cohort officially began trading on the fidelity account in October. As of time of the meeting the portfolio is up 10.8%.
- Finished the Wharton School of Business Investment Challenge.
- Asked board members to reach out to Art Jarvis to thank him for his continuous support and donations.

Strategic Project Management

- Partnered with the City Manager of Loveland, Mr. Kennedy, to help solve problems and work on projects that are facing the city.
- Partnered with Mr.Hart, Chairman of the Recreation Board, tasked us with updating a Master Parks Evaluation Form.
- We will present our data to the Recreation Board at the end of January. And we also plan on having the opportunity to present to the board that Mr.Hart is a part of in the spring about the future comprehensive plan of Loveland.

Marketing (Cohort A)

- Partnered with Vibe Nutrition, a fitness/nutrition center that has personal trainers and is targeted towards people who are trying to lose weight hence the weekly weight loss challenge
- Our goal during this semester with Vibe, was to create a friendly interaction with customers over Instagram, Twitter, and Facebook by tagging customers in photos along with obtaining a first name basis when they walk into Vibe

Marketing (Cohort B)

- Partnered with Mad Monks Pizza, a local pizza restaurant who partnered with 16 Lots Brewery to open Mad Monks Pizza Company inside their tap room.
- Our goals were to grow their customer outreach, establish Instagram, Twitter, and Facebook in hopes to gain more followers and grow engagement ratings.

Event Management

- Met with CEO of Inspace
 - Inspace has already started implementing our suggestions
 - We hope to have future involvement with them and help them with promotional videos
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- Treasurer Kuhn mentioned how significant the trading is on the Fidelity Account, as it is the first high school student-run portfolio in the nation.
 - President Aliaga appreciated the new technology and the new platform of Inspace, sees a possibility of using Inspace for a collaboration event in the future. He mentioned the realization of how difficult fundraising this year would be. He congratulated the strategic project management team on working with the city and trying to make our community better. Mentioned how when he was at VIBE nutrition the owner was very happy and appreciative of the marketing team.

- Mr Murnan put emphasis on March 25th and May 15th for future board meeting dates.

Adjournment:

- Meeting was adjourned at 12:00 PM by Craig Murnan. The next general meeting will be scheduled for March 25th, 2021.