

Tigers, Inc. Board Meeting dated 11/17/23

Agenda:

- Financials Summary Update
- Wealth Management Updates
- Community Outreach Update
- Real Estate Update
- Marketing Update
- Voting on Items & Proposals

Attendees:

- Ben Holman, Vice President
- Belinda Sherman, Secretary
- Chris Kuhn, Treasurer
- Craig Murnan, Advisor
- Bradley Gray, Controller - Tigers Inc. Student Representative
- Tigers Inc., Student Body

Not in Attendance:

- Matthew Aliaga, President

Opening:

The virtual regular meeting of Tigers, Inc. was called to order at 11:30 AM on 11/17/23 by Craig Murnan, Advisor

New Business

Significant Achievements:

- Brad is new controller with new access to US Bank account and fidelity account- he is 18 and he can transition into the role
- David Bolman- original controller who is a senior at UD who were planning to roll off to Brad in the spring time to conduct trades and provide support to several accounts
 - Went through many approval accounts to transition him into that role
- Working to support our back as we grow financially and socially
- Daniel Westermeier starts off with financial summary
 - Historical perspective
 - 15k dollars as of yesterday in total in our accounts
 - in us bank account direct donations= 1.3k and fundraisers = 360k
 - 185.00 dollars for ALS
 - we opened a CD then closed it bc US bank opened it wrong: opened under personal account (on 7th) but then realized that it was under his personal account so we were refunded and working on re-entering that with US bank in the following week
 - Work with US Bank
 - Closing on April 30th
- EXPENSES
 - CD investment
 - recently created US Bank log, venmo, and square log
 - venmo: getting MULTIPLE transactions and goal is as we complete an activity and collect revenue we want to clear that out and transfer to US bank and from US bank transfer payment from there

- Purposes as a pass through- wan't to limit the amount of cash we hold in there and transfer more efficiently into the US bank which is more secure
 - upcoming revenue= deweys give back night - \$450
 - Ability to pay and receive info is a well worth cost*
- ORHAN
 - Investment so far- CD purchased to advantage rising interest rates
 - Made \$1.03 in interest (11/7 - 11/16)
 - Industrials and health care to diversify our portfolia and create stable and long term things
 - health care industrials and funds
 - technology stocks→ doing good w 8500 in portfolio and investments
 - Looking at portfolia= sectors= aggressive with tech and thts going well (financials and health care big movers)
 - goal is to diversify our portfolio more and decrease tech dominance
 - Wharton Global investment competition- took a look at a case study (10 week challenge) building a portfolio and investment strategies for the case study- in top 10% and still have 30k to invest
 - challenging because there was a select stock which limited what we could invest in
- NICK MATCHING PROGRAM
 - sent a proposal to addition our bylaws with outside organization- if approved we will match donations with other people who are funding for us
 - Matching: when an employee gives a donation they can go to employer to match (via request)
 - many diff organizations that act as middle man between Company and NOn profit- our best one wasd double the donation
 - Hve over 24k companies in theri records to match donations with us
 - costs 999 to be registered to work with them
 - PLAN< SPEND< MAKE MONEY BACK
 - still working to master this plan and heavily relying on this fundraiser to grow our tinc vision
 - Identifying individuals who work at matched organizations and trying to get them to donate (ie LLS collects cash donations and gives to individuals, trusting individuals to then donate back 3:1)
 - ie donate 1000 tinc gets 3000
 - who can we reach in those 24k companies?***
 - Heavy cost but we have a year to work on it and goal is to have a plan in play
 - CANT collect money that touches our bank account: no longer available to go through this processes→ HAVE TO PROCESS THROUGH THE SOFTWARE cant process ourself as TINC
 - Paying for access to the 24k companies and paying foe them to be the intermediates to pay and get money back to us
 - We have a list of all the companies and cna easily access who works with what company- QUEEN CITY
 - PG, Johnson Johnson
 - “Don’t think about making \$1000, think about mking \$10000. It’s mindset)
 - Need to vote on addition of bylaws and purchasing power to spend \$1000

Real Estate

- Move to loveland
- Will and Linsey shadow realtors
 - measuring condos and sat in on open house
 - in future will work on multiple projects and improve aspects of move to loveland
 - created linked in profile
 - Lindsey is studying for her real estate exam through this whole process along with other smaller projects they do multiple times a week
 - once she becomes 18 in january and february she will be sitting on the tema
 - Ellie Kkowlachik;s team on weekly business meetings
 - they hve become suto members of the tema
 - APR with BF Reality

- Increase social media presence for BF Reality
 - 4 projects listed
- Future= holiday events, house listing, open houses

Community Outreach Overview:

- Green team
- MIDDLE SCHOOL
 - planned classes around soft skills and interactive classes
 - future plan on working with principal to make a business class for the eighth graders and prepare them for junior and senior year
 - working on a class store with Mrs. Rose (work w fellow tinc partners for things to sell that the middle schoolers will run)
 - Go down once a month
- Dodgeball tournament
 - Last year= \$1200 for LLS society
 - This year raised 860 for TINC itself
 - Planning on another one around march to raise more money funds for TINC
 - hope to partner up with more teams (like LLS)
 - money in cash and venmo so we can use this revenue for matching projects
 - plan on promoting it
 - Each student pays around \$10 to play on a team of 10= around \$100 for a team of 10
 - struggle is finding 10 captains and collecting individual teams
 - we hand packets to team captains who then collect money from their team and complete liability forms
 - THOUGHT FOR COMMUNITY OUTREACH: consider a loveland friday night parents night out that WE host: charge \$5 from when they walk in the door: loveland elementary and milford
 - Like a babysitting service to get more exposure and provide more info with the matching program
 - huge cash influx that we can double
 - hitting the season where kids are stuck inside and need to blow steam off
- Podcast
 - chase podcast
 - previous run by him and michael
 - RECAP: last year finished with 14 episodes of alum, small business owners, etc.
 - 3 new hosts
 - focusing on soft skill aspects in occupations
 - just finished interviewing michael mcowsky? which is now uploaded
 - Set back= file corrupted.
 - Goal: make episodes shorter
- 3's for life
 - Canned food drive- raise over 300 cans for boys and girls basketball season
 - Mr. Jarvis is working to donate 12 cans for every 3 pointer shot
 - if they get a half shot they get a \$500 gift card for \$500
 - work with better beldns and curritor for donations
 - Got donations from meyer and sent a request to cosco. waiting.
 - end goal is 3000+ cans collected
- Golf Mentorship Outing
 - Overall: get out of school and play golf
 - Helps: challenge soft skills, be with 3 other people who u may or may not know and you have to socialize with them
 - good partnership with obanion golf course

Marketing

- Drew Marketing
 - Fibe fitness: continue partnership
 - ask around to locals: want walls to be renovated and they are working on fixing the walls
 - Additions: tearing up basketball court and putting in a golf simulator
 - spin classes
 - changed an entire area to a box area- kick boxing class
 - Plan to increase insight of all that with their social media
- Video Production and LLF Dinner
 - Drew produced video that was shown at 9/9th dinner to boost donations to their nonprofit
 - worked with Loveland Athletics via video to thank boosters and more
 - Videos with RP Diamond and
- Alley B
- RP Diamond
 - increase social media presence because it wasn't really there before
 - Drew has been creating reels
 - low end= 15k views all the way to 3000 on one of the videos
 - Football games= towels designed with RP Diamond logo which has been posted on many socials around our school
 - Continuing this through Bball season
 - Came up with idea for Rivalry week: 300-350 investment for 45-50 shirts to sell to the students for our rivalry game: 4-5 margin to gain profit from the shirts. Each \$10
 - Potentially could see pop up shops in the middle school for RP Diamond
- Icebox
 - New start us business located across LES
 - Looking to make it a soda shop that is inspired by SWIG outwest
 - unofficial name is Icebox
 - helping with names, logos, collar schemes, volunteer work for painting and renovating
 - also promoting their already existing pizza truck
 - Want to change icebox because it leads to a limiting revenue and we want to open up what the name could be and what the menu could be
 - Jordan Norris
 - recently moved here
 - done things with the middle school and elementary school and farmers markets
 - Meet with him 1-2 times a month
 - He is the brother of Drew's gymnastics coach and his brother wants help with the business so we formulated a Tigers Inc group of Mai, Drew, and Drew
 - Good location with LES across the school- food truck rally*
 - ultimately have the shop run side by side
 - First step into the restaurant business*****

HOW MANY SOCIAL MEDIAS HAVE WE CONNECTED TO TIGERS INC ACROSS THE BOARD TO GENERATE REVENUE

INFLUENCERS: WE ADD 400 FOLLOWS EQUATES TO X AMOUNT IN DONATIONS BACK TO TINC

- Lemon and Limes
 - working on xmas in Loveland
 - doing a lemons and limes and tinc booth- working with Miami River Chamberlines to work out a booth with exchange for volunteer to help with popup
 - sell lemons and limes stuff along with supporting tinc logo
 - Ornament decorating
 - Working on gift cataloge that has ALL Lemons and limes things on in and can direct people to specific gifts
 - ie. out of town gifts, gifts for kids, etc.
 - Planning a grand opening for the new Kenwood location (give and get gifts)
 - Booking a Santa for the kids at the grand opening
 - working on winter sip and shop (earn 10% of shopping at lemons and limes)

- provide tinc volunteers to wrap gifts and show face
- Future: more shops
- big spring fashion show- last year 26 vendors and had to pay to get a venue spot= key challenge
 - 18-19 diff vendors to rent out facility and landing
- Overall goal: broden market (mainly older women) and want to incorporate teen age range
- Talking to Wendy with her schedule for the grand opening in the new location- hope when ppl come in we can jump on them and elevator pitch
 - talk to wendy about donations
 - we will put up our venmo QR
 - Don't have a pamphlet to show what were doing
 - ie. give a sneak peak of what were doing while helping kids decorate ornaments

TO THE POINT WHERE WHAT CAN THE ORGANIZATIONS DO FOR US INSTEAD OF WHAT WE DO FOR THEM*
 loveland legacy donation pending because of all that we've done for them

- cheesecakes by Ken
 - sells cheesecake out of his own come
 - anthony and jason
 - saw that he had no social media presence: made an instagram
 - met twice in the past two weeks about where he wants to go with this
 - unsure about how far he wants to take this
 - Working on putting it out there more
 - Lost of potential to help this guy quickly
- Social media
 - use platforms to keep up to date on platforms and events
 - golf outing, cohort projects, legacy dinner
 - overall want to reach different audiences (range from students to parents)
 - New: alumni update
 - Post a new one every week
 - reach out to old alumni, and create a post of what they're ding and how TINC has helped them
- Athletic Dep
 - Around Sep the athletic dep allowed us to work with them on a project
 - working with them on 5.5 million dollar athletic renovation projects
 - want to make 250-300k in renovations to pay them off
 - Goal is to assist in the position and present our findings
 - We as Tinc did an interview with ADs at different schools and the revenue they make at that
 - Interviewed kings milford little miami, lebanon, indian hill
 - Want to create a google form to present to our AD
- Cincinatti reds
 - last year we worked with the reds and their analytical project
 - doing it again with business and performance
 - met on wednesday for what we were oging to do
 - ie. draft analyses
 - Offensive analyses with all the aspects of pitching
 - economical impact analyses with how neighboring business are impacted when the reds are doing well or not
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- - MR. Murnan Items 1,2, & 3 for voting

1. (5-0) confidentiality piece in our bylaws- want to take our financials and put it into one financial summary document that we consistently add to and record permanently so we can post our slide decks out online: update meeting minutes that can be taken and posted on our website historically

- a. recorded all meetings over the last year and continue doing that- keep in google drive, not publicly
- 2. ✓(5-0) Meeting minutes update: recreated all meetings we didn't have sufficient meeting minutes of
- 3. ✓(5-0) amendment to the bylaws: proposal: establish guidelines for fundraising activities and facilitate match donations on behalf of tigers inc → tinc can partake in under local laws and regulations
 - a. matching third party organizations: bylaw saying we can proceed with that → matching donations with organizations that will effectively double the impact of our donations that will match the donation process

- Adjournment:

Meeting was adjourned at 12:35 AM by Craig Murnan. The next general meeting will be at TBD TIME AM on TBD DATE in Loveland, OH.