

Tigers, Inc. Board Meeting dated 1/13/2021

Agenda:

- Wealth Management Updates
- Community Outreach Updates
- Marketing Updates
- Review of Financials

Attendees:

President - Matt Aliaga

Vice President - Ben Holman

Secretary - Belinda Sherman

Treasurer - Christian Kuhn

Advisor in Attendance: Craig Murnan

Opening:

The virtual regular meeting of Tigers, Inc. was called to order at 11:30 AM on 10/28/2021 by Craig Murnan, Meeting Chair.

Approval of Agenda

The agenda was unanimously approved as distributed.

Approval of Minutes

The agenda was unanimously approved as distributed.

Open Issues

There are no open issues to discuss.

New Business

Introduction to the Board:

- Matthew Aliaga, President, Ben Holman, Vice President and Belinda Sherman, Secretary introduced themselves to all attendees.

Update on Progress Since Last Meeting

- We are beginning the year and are starting to prepare for this year's projects
 - Dog park in back of Kiwanis Park
 - Bring food trucks to the school
 - "Budding Business" podcast
 - Operation L.E.A.D
 - Back Our Business Week - 'Impact Night'
 - "Threes for LIFE"

Community Outreach

- Currently working with the city on the construction of a dog park
- Research includes visiting existing dog parks and speaking to dog owners at these parks

- Hope to host an opening event once this dog park is completed

Podcast

- Successes:
 - 570 Streams and 170 Returning Listeners (Spotify)
 - Good Launch Week
 - Wealth of Future Guests
 - Failures:
 - Need accurate analytics from Apple
 - Can improve on listener retention
 - Increase Social Media Presence
- STATS:
- Title: Budding Business
 - Cover Art Pictured Above
 - Episode Length: 20-30 Minutes
 - Release Schedule: 3-4 Times a month
 - Platforms: Spotify, Apple Podcasts, RSS

LIFE FOOD PANTRY:

- Tigers Inc. is working alongside LHS Spirit Club, the Athletic Boosters, and Mr. Jarvis to collect cans in conjunction with the Loveland High School Basketball program
- Mr. Jarvis is donating twelve canned goods for every three pointer made at boys and girls home basketball games
- Wrote an article about the initiative for the Loveland Beacon
- Tigers Inc. is organizing ways for the community to get involved
- Goal of 1500 cans for the LIFE Food Pantry

LYSA:

- Drop off location at high school
 - Gently used soccer equipment
 - Collection phase = month of January
- Volunteering Opportunities
 - Equipment cleaned, sorted, and labeled after collection
 - February 12th- Swap day (set up, during the event, and clean up)
 - Collaboration with NHS?
- Advertising
 - Flyers
 - Social media posts (various accounts and platforms)
 - LHSNN

Marketing:

Vibe Fitness: Promotional growth

RP Dimond: Continue managing accounts on major social media platforms

- Announcing the a pop up shop coming this February 11.
- Still currently making new Tick Tocks for RP Diamond.

Revolve Nutrition:

- Marketing Techniques
- Athlete of the week from several different schools
- Content Calendar
- Just hit 2,116 followers
- Started with 1,970

- Created partnership with 5 Seasons (widening customer base)

Lemons and Limes

- Tik Tok account- help attract younger audience
- Creating a well-known reputation through their business
- One of the first ever Tik Tok accounts using Shopify
 - Together with Kylie Cosmetics

Adjournment:

- The meeting was adjourned at 12:50 AM by Craig Murnan.