**University of Wyoming**

**Board of Trustee’s Meeting**

**May 6, 2021**

**Cowboy Joe Club (CJC) Report**

1. Staffing

* Replacing Director of Development position – Dominic Parisi will start June 1
* Two positions in Athletics are not being replaced
  + SWA China Jude accepted a position with the Denver Broncos
  + Kevin McKinney is retiring June 30th
    - Randy Welniak still involved with CJC but will have responsibility and oversight of the External Relations team (Development, Marketing & Branding, Ticket Sales & Operations, Wyoming Sports Properties, Trademark & Licensing)
    - Derek Shook – Day to day operations and Executive Director of the Cowboy Joe Club effective July 1

1. CJC revenue figures --- May 6, 2021

* **$2.63 Million in pledges and $2.12 Million in cash received** 
  + **Increase of $173,879 in cash received compared to the same time last year.**
* **2,498 members renewed compared to 2,445 (up 53) the same time last year**
* Positives
  + Increase in cash received compared to 2020, but still behind 2019 numbers
  + Several existing donors are increasing their donations this year (110% campaign) – 916 have either increased their donations or became new donors in 2021. Calendar incentive has been very popular.

1. Cowboy Joe Club membership drives remaining (May & early June):
   * Colorado
   * Platte, Goshen, Fremont & Sheridan counties
2. Zoom meeting with Coach Craig Bohl & Offensive Coordinator Tim Polasek – Wednesday, May 5th with major donors and Cowboy Joe Club board of directors
3. Mobile ticketing and parking this fall!! More details to follow. (Savings of $50-$65K in printing expense) Will see a lot of information this summer (tutorials, videos, etc.) Should be very convenient for most fans. Will still have a print at home option for ticket and parking. Stay tuned!
4. Cowboyjoeclub.com website redesign & update. Launching by June 1st. Should see significant improvement.
5. Cowboy Joe Club Golf Series (see attached)

* Arizona – April 3rd (Joint fundraiser with the Men’s & Women’s Golf Teams)
  + Went very well – Net profit $19K
* Registrations & Sponsorships for the golf series have been very good thus far

1. Cowboy Joe Club Auction

* Tentatively planned for Friday, October 15th – awaiting the final football schedule. Plan to be at/near full capacity at Little America.

To register for any golf tournaments or for the Cowboy Joe Club Auction, please call 307-766-6242 or email [cjcmain@uwyo.edu](mailto:cjcmain@uwyo.edu) or [rwelniak@uwyo.edu](mailto:rwelniak@uwyo.edu). After June 1st, there will be a convenient link on our website [www.cowboyjoeclub.com](http://www.cowboyjoeclub.com) to register for the golf tournaments.