

WCHS BOOSTER CLUB GENERAL MEMBERSHIP MEETING MINUTES

Wed., June 5, 2024 – 7:00 PM (Room 156A in the Cafeteria)

Attendees: Aby Filomeno, Marcy Kreindler, Hayley Flack, Wendy Feldman, Cheryl Sheer, Jesse Smith, Marie O'Connor, Brian Dubin, Jake Lynn, Christa Thorpe, David Chen, Bridget Calhoun, Ashleigh O'Brien, Steven Connaughton

- I. Welcome and President's Update – Bridget Calhoun
 - A. Introductions of Current & Incoming Board Members
 1. Slate proposed & approved by unanimous vote by all present:

President: Bridget Calhoun

Executive VP: Cheryl Sheer

Vice President: Steve Connaughton

Secretary: Marcy Kreindler

Treasurer: Ashleigh O'Brien

2. Incoming Committee Chairs will be automatically appointed by the President as follows:
 - Advertising/Sponsors Committee Chair: Steve Connaughton
 - Bulldog Bash Committee Chairs: Beth Dubin (+1 more TBA)
 - Communications Committee Chairs: Cheryl Sheer & Marie O'Connor
 - Concessions Committee Chairs: Brian Dubin & Paige Korb (+ 2 more TBA)
 - Membership Committee Chair: Aby Filomeno
 - School Store Committee Chair: Wendy Feldman
 - Spirit Committee Chairs: Rachael Datch, Julie Melnick & Christa Thorpe

- B. 05/01/2024 Booster Club meeting minutes approved

- C. Committee Recaps

1. Membership

- a) Members were down by only 10 compared to last year; total of 371 memberships this year.

- b) Revenue down about \$3,500 from last year (\$41,760 vs \$45,850); 2 fewer platinum members; 26 fewer gold & 9 fewer silver members compared to last year.
- c) Winter teams had disappointingly low membership this year.
- d) 3 Spring teams reached 100%: JV & V Baseball and Boys Tennis

2. Concessions

- a) Up by \$7800 this year. 8 home football games for 2023 plus cheer invitational and the carnival contributed to those revenues but we even invested an extra \$4,000 in equipment this year so sales were strong at other games to generate that extra income.
- b) We will host 5 regular season home football games for the 2024 season (includes WJ, Wooton, Urbana), one of which will be a Thursday night game.
- c) Dave Nicholson has agreed to help out as a concessions manager at football games; Kristen & Chris Bugel will also help out at football games when they are available.
- d) Attendance was down at games/events this year, but a new Cheer Invitational event was extremely successful and we will host another one in October 2024.

3. Advertising

- a) 7 indoor banners in the gym (the most we've had since we started the window sponsorship opportunity) but none expiring this spring. A few expiring next year - 3 year term for indoor banners.
- b) 20 stadium banner sponsors (including 4 who also have indoor banners). Outdoor banners cost us around \$100 from Allegra which we are now making on perforated mesh vinyl to combat the wind.
- c) Income collected this year does not match the number of banners because some of our window banner sponsors paid all 3 years up front for a slight discount.

- d) Eris Norman & Norman Farms are new advertisers who paid for 1 year stadium banners which we will leave up next year since they purchased in May. Schulman Rogers also just purchased a banner and will get the same extra summer deal that we offered Eris Norman for her two banners.

4. Communications

- a) Newsletter goes out every month - close to 1500 subscribers; more than half typically open
- b) Membership form should include a secondary email address option to enable subscription to Booster communications for 2 parents, not just the one who purchases the membership online.
- c) Need help with social media for summer - SSL hours are allowed
- d) Gmail addresses for new Board/Committee members need to be transferred this summer from outgoing members.

5. Bulldog Bash

- a) Similar # in ticket sales compared to last year
- b) Fewer sponsors
- c) Less revenue due to no auction
- d) \$3k for all bash expenses (which was almost \$2K lower than last year because all the food was donated this year). The Core's rental fee was \$1200 thanks to Deb Muniz's husband who works for the developer.
- e) Looking for a Bash co-chair to work with Beth Dubin.

6. School Store

- a) Reorganized and automated everything this year
- b) Typically this is the lowest margin fundraising activity of the Booster Club due to high inventory costs. This year, we made \$6k more than last year but our inventory costs were over double last year's costs.
- c) We will discuss the feasibility of purchasing a shed at the stadium for the School Store this summer.

7. Spirit Committee
 - a) Not a fundraising committee, but brings fans via Community Nights which results in higher ticket and concessions sales.
 - b) Will be getting the Team Reps more involved in Community Nights.
 - c) Senior Wall will be repainted in August.
8. Brief Year-end Recap & Projects Funded
 - a) Funded 20 projects total (not including Senior Wall) and approved 19 projects this year. Goal is to benefit all teams over a 2-year period.
 - b) We've spent \$42K which tracks similarly to last year.
9. Highlights from May 29th Booster Club Presidents' Meeting
 - a) Budget issues
 - (1) higher pay for Officials was approved (avg age of Official is 55)
 - (2) Signed new contract with Officials for all sports
 - (3) Hiring opportunities for Officials - can pay between \$75-90 per game
 - (4) Not approved: obtaining more \$ for MS athletics
 - (5) Not approved: reducing ticket prices by \$1
 - (6) Would like to raise Coach stipends
 - b) There is already an Officials appreciation week and a Coaches appreciation week will be added - team reps should attempt to organize an appreciation event and/or the Spirit committee should try to organize something for all coaches.
 - c) Fancentric website still being implemented but link to synergy presents problems
 - d) An \$80k sports medicine grant for compression splints was awarded
 - e) Would like for all high schools to have turf fields - will conduct feasibility study

- (1) it is a disadvantage to WCHS during playoffs as the rest of the state schools all play on turf
- (2) having a turf field allows for community use

II. Athletic Department Update – Jesse Smith

- A. Back to School Night is tentatively scheduled for 08/29/24
- B. Fall Meet the Coaches is on 08/22/24 @ 7pm
- C. Schedules will be released for Winter & Spring in July
- D. Pickleball team new for Fall (corollary (replacing handball))
 - 1. WCHS Tennis coach is the Pickleball coach
- E. Girls V Flag Football new for Fall
 - 1. Funding from Under Armour & Baltimore Ravens for equipment & uniforms for 4 years
 - 2. Frederick County conducted a pilot program - 75% of the participants were new to Fall athletics
 - 3. did not take away from other sports
 - 4. MCPS will allow girls to play 2 Fall sports with flag football as the 2nd sport
 - a) will have to pick a priority sport - cannot miss 1st sport for 2nd sport
 - b) coaches will need to sign off on this.
 - 5. WJ held a flag football day for the cluster schools - there were approximately 30 WCHS participants
- F. Currently an Adopt-a-Field program is in effect with KOA which helps with the costs associated with the baseball and FH fields
 - 1. there is concern that "higher ups" may try to reorganize and disrupt the current plan
- G. FH field - special mower used to smooth out soil and make bermuda grass grow thicker and smoothes out the area
- H. Stadium field - adding more bermuda grass to make it thicker and softer
 - 1. able to complete this maintenance due to Adopt-a-Field
 - 2. if Adopt-a-Field ends the Athletic Dept & Booster Club will have to incur more field expenses

3. WCHS does receive \$\$ (equity issue) from the county for field maintenance due to not having turf
- I. MCPS facilities wants to take over field rentals - WCHS does not support this
- J. Jesse will prepare a write-up of all teams and is otherwise preparing for next year
- K. Two flag football coaches hired and a new JV cheer coach was hired
- L. Determining whether the JV FH coach will coach in Fall
- M. Openings for JV Girls Basketball Coach, JV Softball and JV Boys Lacrosse
- N. Fall tryouts are on August 14; registration opens July 10
- O. Sports Media Club - looking to get more kids involved with announcing
 1. NHFS allows students to do a play by play on the broadcast
- P. There is one "Jake" mascot volunteer, need one more.

III. Financial Report – Ashleigh O'Brien

- A. Revenue is up 8%; net profit down slightly
- B. comparable level of athletic funding compared to last year
- C. Money will be transferred to teams by the end of June
 1. \$300 to teams with 100% membership
 2. \$150 to team if you secure a sponsor

IV. Committee and/or Team Booster Club Updates

- a. Wait until July 1 (new FY) to purchase Inventory for school store
- b. Newsletter will go out in mid-August
- c. Prefer new members join on July 1 so it counts towards FY 24-25

V. Adjournment @ 8:30pm