

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