

## **WCHS BOOSTER CLUB GENERAL MEMBERSHIP MEETING MINUTES**

**Mon., Sept. 9, 2024 – 7:00 PM (Room 156A in the Cafeteria)**

### **Attendees:**

Bridget Calhoun, Chris Bugel, Maryan Razari, Aby Filomeno, Marcy Kreindler, Laura Foose, Colleen Hubeny, Wendy Feldman, Cheryl Sheer, Ashleigh O'Brien, Andi Hedberg, Martine Kiazard, Marie O'Connor, Fiorella Rosen, Christa Thorpe, Ben Bawden, Rami Kandel, Amy Oram, Beth Dubin

### **Welcome and President's Update – Bridget Calhoun**

- Introduction of Officers and Board Members
- Review and Approval of 6/5/24 General Membership Minutes
  - 6/5/24 Meeting Minutes approved
- Board Review and Approval of 7/12/24 Board Meeting Minutes
  - 7/12/24 Meeting Minutes approved

- A. Coaches have been sent team-specific fundraising portal/link and Google doc which explains how to use the link.
- a. <https://www.churchillboosterclub.com/team-fundraisers>
  - b. Donations paid through the link will be managed by the Booster Club and attributed to the relevant team's Booster Club Fundraising Account.
  - The credit card transaction fee (around 3%) will be deducted from the donation to the team.
  - Our Webmaster, Marie O'Connor, will send a monthly update to any team coaches and Parent Reps that have received donations along with a report that includes the donor contact details, date, amount donated, and any comments made by the donor during the prior month or on a shorter term basis if requested during a period of fundraising activity such as registrations for a clinic. The exact amount earned by the team from the donations each month will come from our

Treasurer, Ashleigh O'Connor, after credit card transaction fees are subtracted.

- B. Bridget attend the bi-annual Booster Club Presidents' meeting held on 9/24/24 at B-CC - Meeting w/ Jeff Sullivan (MCPS Athletic Director)
  - a. Year of the Coach Announced
    - i. Encouraged teams to celebrate coaches
  - b. Artificial Turf Feasibility Study completed- MCPS AD, Jeff Sullivan, would like to see a turf field at every high school in the County and will update once there is an opportunity to comment to the School Board for funding.

**Athletic Department Update** – Bridget Calhoun (for Jesse Smith)

- A. Awarded 2nd place for MCPS
- B. New Hall of Fame class - inducted on 10/04 at football game
  - a. new class inducted every 5 years
  - b. Booster club is being asked to fund the plaque for the new class
- C. 9/06 Football game: good crowd, concessions and school store did well

**Financial Report** – Ashleigh O'Brien

- A. If there is activity in a team Booster account, the team will receive a monthly accounting; no update will be provided if there has been no activity in the prior month.
- B. As of 8/31/24, we have raised \$19,430 (compared to last year's total of \$41,828.25) i.e. almost at half of what we raised last year
  - a. Most of the expenses so far include replenishing Concessions and the School Store inventory

**Membership Report** – Aby Filomeno & Mitun Seguin

- A. Booster Reps have been obtained for all sports except for JV Volleyball

- a. Booster reps need to encourage team members to join
- b. Top 5 for Membership %: JV FH, Golf, V FH, V Volleyball, JV Soccer
- c. Working on roster list with emails
- d. Booster Club Membership is not required to participate on a team and some may choose not to join or not have the means to pay for a Booster Club Membership.
- e. If a parent becomes a Booster Club corporate Sponsor, the family gets a free membership credit but \$0 is attributed to the team as that family's membership donation amount.
- f. For Team Reps: There is a concessions volunteer sign up in the Booster Club sample email.

**Sponsorship Report** – Bridget Callhoun for Steve Connaughton

- A. Banner sales = \$5,300 as of 8/31/24
- B. 17 confirmed sponsors
  - <https://www.churchillboosterclub.com/sponsors>
  - C2 Education - New
  - Carolyn Homes - New
  - Schulman Rogers - New
  - Potential sponsor? - Gorjana
  - 3 potential renewals
- C. \$1,000 stadium banner - includes corporate logo on all scoreboard scrolls in the e-newsletter & on the website. Also an opportunity to be featured in the Sponsor Spotlight in the newsletter and/or a “radio-style” broadcast ad during games.
- D. \$1500 X 3 years for an indoor banner in gym (3-year commitment) plus the same logo placements
- E. \$150 incentive to teams who refer a company that becomes a Sponsor transferred to the Team's Booster Club Fundraising Account.
- F. Regarding team dinners, contact sponsor restaurants for discounts/deals and make sure to thank them for their Sponsorship support!! Take photos of the team and tag the Sponsor on social media as well as @wchsboosterclub.

### **School Store Report** – Wendy Feldman

- A. Need volunteers for School Store - weekly 11-12pm
  - o new volunteers being trained
  - o <https://www.signupgenius.com/go/10C0545ADAB2CAA8-spirit#/>
    - link on Booster Club website & newsletter
    - also need volunteers for selling at games
- B. Merch Shed has been built and used for football games  
credit: Chris Rothrock and his kids, Logan and Lila, built the shed over Labor Day Weekend.

### 7:50 **Newsletter Report** – Cheryl Sheer

- A. September Issue – Monday, 9/16
  - Submission Deadline – Wed., 9/11 by 6 pm to [cherylsheer@gmail.com](mailto:cherylsheer@gmail.com)
  - Will highlight teams, sponsors, school store, etc.
    - o wall signings
- B. Over 1,400 emails in database, 60% open the email,
- C. Sponsor logos included in each newsletter
- D. Social Media: Tag @WCHSBoosterClub and your posts will be reposted.

### **Other Committee Intros** – Bridget Calhoun

- **Concessions** – Amy Oram
  - o V Football & JV Football - has gone well
    - opening for soccer & flag football
    - JV staffs V concessions & vice versa
  - o looking for volunteers - email Concessions Chairs at [wchsboosterconcessions@gmail.com](mailto:wchsboosterconcessions@gmail.com)
- **Spirit Committee** – Christa Thorpe & Rachael Datch
  - o will brainstorm for Year of the Coach
  - o want more input & participation from reps from team
  - o Senior signing - aim to be held on Senior Day

- o Jake the Bulldog - costume missing? (UPDATE: Costume found and new student wore on Homecoming!)
- **Bulldog Bash** – Beth Dubin
  - o Committee will get going in a few weeks; looking for a co-chair and folks interested in working on this fun Spring event (suggested putting a blurb in the monthly newsletter by sending something to Cheryl Sheer)
  - o Working on a date in Spring 2025 after tryouts likely on a Saturday to avoid game conflicts

“Open Mic”

- Can flag football get an individual sponsor? Has no Booster funds

8:09 Adjournment

**NEXT MEETING – WEDNESDAY, OCTOBER 9, 2024**