

WCHS BOOSTER CLUB GENERAL MEMBERSHIP MEETING MINUTES

Wed., Oct. 9, 2024 – 7:00 PM (Room 156A in the Cafeteria)

Attendees: Marcy Kreindler, Ashleigh O'Brien, Cheryl Sheer, Bridget Calhoun, Principal John Taylor, Athletic Specialist Jesse Smith, Wendy Feldman, Chris Bugel, Beth Dubin, Christa Thorpe, Erin Timmons, Tisola Birdsong, Steffi Friedman, Aby Filomeno, Steven Connaughten, Andi Hedberg, Brian Dubin

Welcome and President's Update

- 9/9/24 General Membership Minutes approved.
- Bridget introduced two new Board members: Andi Hedberg and Chris Bugel, who have joined as co-chairs of the Bulldog Bash with Beth Dubin.
- Bridget reported on the new MCPS structure effective January 1, 2025 that moves field maintenance responsibility from MCPS Athletics to MCPS Facilities. This effectively ends existing contracts that many schools have with private businesses to share school fields in exchange for field maintenance. There has been no update as to whether our existing partnerships (e.g., KOA with our FH & baseball fields) can continue to help pay for bermuda grass and maintenance after December 31.
- Bridget reported that the Board recently approved 3 athletic department funding requests:
 - Hall of Fame plaques and installation costs.
 - Purchase of crepe myrtle trees from the Home Depot (see below).
 - Routine field maintenance costs.

Athletic Department Update –Jesse Smith

- Over the summer, conducted work on fields
 - Crepe myrtle planted by gate next to softball/baseball fields to keep cars from parking in the grass
- Hall of Fame Induction Ceremony
 - 18 inductees this year with 16 represented at the induction ceremony during halftime of the football game.
 - Student Ambassadors gave tours of the school to inductees and their families prior to the game.
 - A plaque for each Hall of Fame class will be installed outside entryway to the stadium.

- Post-football game - Inductees and their families were treated to a celebratory dinner at the Colony Grill.
- Start of Fall Season Playoffs
 - Zoe Cusack, Golf - won District, Regional & State Championship
 - Girls Golf won 3A/4A States
- Winter Registration opened on October 14 @ noon, and the season begins Friday, November 15.
- Stadium lights turned off during 2 soccer games - the electrician will come take a look.
- Need a new student volunteer to wear the Jake the Bulldog costume.

Financial Report

- Concessions profit is up.
- School store profit is down 1%.
- Over all expenses are down compared to this time last year because we have not funded as many requests yet compared to last year.
- Cheer & Poms teams used fundraising portal for clinics successfully so this is a great tool for all our teams to use for credit card payments for fundraisers.
 - <https://www.churchillboosterclub.com/team-fundraisers>
 - there is a 2-3% credit card transaction fee

Membership Report

- Varsity Cheer - The only fall team at 100% membership
- Golf - 93%; Varsity Volleyball 81%; a lot of teams are over 50%
- Many teams are under 20%.

Sponsorship Report

- Businesses can choose 1 of 2 Booster Club Sponsorship packages (stadium banner or indoor window decal) or a discounted bundle. See Steve Connaughton for more information if you or someone you know is interested in more information! All sponsorship packages include digital advertising on all our scoreboards, Booster Club emails, and the Booster Club website.
- 20 sponsors this school year - 15 outdoor; 7 indoor (2 duplicate)
 - Teams earn \$150 to the Booster Club Fundraising Accounts for referring a business who becomes a sponsor.

- o <https://www.churchillboosterclub.com/sponsors> for more information.
- o Please familiarize yourself with our list of sponsors and let them know we appreciate their financial support if you patronize any of them. Consider patronizing our restaurant sponsors for team events too and you may get discounted pricing.
- o Colony Grill sponsored/provided food for the Hall of Fame inductees and is looking for opportunities to bring a pizza truck to team events. Consider them for pre- and post-game team meals as well.

Concessions

- Tried selling a few new products at football games at the request of patrons. Could have done better pre-game advertising but neither Beyond Burgers nor chicken sausages sold well.
- We are always looking for help in concessions, particularly at varsity football games. Contact wchsboosterconcessions@gmail.com to volunteer for concessions.
- The Concessions team is considering small price increases on some items (mostly beverages) due to the constant high demand and the higher prices charged at other high schools in the area. Our costs have risen over the years, but our prices have remained the same except on Chick-Fil-A sandwiches where we raised the price from \$6 to \$7 last year and to \$8 this year, without any blowback from customers.

School Store

- New products for sale this month: pink WCHS sweatshirts; WCHS PJ pants
- New products on the way: Beanies & baseball hats
- Wendy summarized sales so far:
 - o Black sweatshirts sold well, white sweatshirts did not
 - o green t-shirt sales were slow
- The stadium shed has been great and we recently added solar light fixtures.

Spirit Committee

- Wall signings started this week - Golf & XC, next week is FH, Poms and Soccer.

- Waiting to get dates from Cheer, Volleyball & Pickleball
- Flyers went out to cluster for community nights
 - Will introduce WCHS athletics to the community
 - free admission to cluster elementary and middle school students, giveaways, games at intermission, have kids names announced, walk out with athlete
 - Soccer 10/18 (senior night)
 - pizza & hot dogs
 - FH 10/19 (senior night)
 - donuts
 - Flag Football 10/23
 - pizza & hot dogs

Bulldog Bash

- Andi Hedberg & Chris Bugel have volunteered to co-chair Bulldog Bash with Beth Dubin
- Date will be determined soon - best options are last Saturday in March and first Saturday in April
- Considering Imagination Stage as a possible location of the Bash as well as the Core again.

Newsletter

- Over 1400 subscribers - 66% open newsletter, 62% opened for meeting announcement
- Colony Grill will be highlighted in next newsletter in connection with the Hall of Fame event recap.
- Content for the October newsletter is due on 10/14.
- October newsletter to include sponsor updates and highlights of athletic teams.

New Business

- Flag Football clinic/fundraiser will be held on 10/19 - \$25 for 2 hours

8:05 Adjournment