

WCHS BOOSTER CLUB GENERAL MEMBERSHIP MEETING

MINUTES Tues., Jan. 7, 2025 – 7:00 PM (VIRTUAL)

Attendees: Marcy Kreindler, Bridget Calhoun, Beth Dubin, Paige Korb, Amy Oram, Jesse Smith, Ashleigh O'Brien, Rachael Datch, Marie O'Connor, Chris Bugel, Andi Hedberg, Brian Dubin, Patrick Corkery (Girls Varsity Basketball Rep), Monica Zoll (Boys Varsity Basketball Rep)

Welcome and President's Update

- Review and Approval of 12/3/24 General Membership Minutes
 - 12/3/24 minutes approved
- Reviewed approval of recent Athletics Department funding requests
 - replacement padded chairs for the gym - \$1088.10
 - new batting cage net - \$675.13- split cost with the baseball team

Please advise Bridget whether you intend to continue on the Board next year so we can start recruiting and training replacements Positions open for next year include President and Treasurer and possibly others.

Athletic Department Update

- Final installment of new gym wall padding expected to arrive and be installed this week.
- Jesse sent out an email to coaches and Athletic Department staff with schedule updates due to cancellations due to school closures. Bridget will forward to Team Parent Reps.
 - Saturday, 01/18 Varsity Basketball doubleheader vs. Poolesville at home (they do not currently have a gym); will need to find a later date to make up JV games.
 - Thursday, 01/23 Whitman Varsity doubleheader (away at Whitman) & rescheduled Wrestling meet vs. BCC at home at 6:15 PM.
 - Thursday, 2/2 JV Basketball doubleheader vs. Whitman at home at 3:30 and 5:15 PM.
- Varsity Girls basketball & Indoor Track high-jumper Bakari (9th in nation) featured in Washington Post; Bakari competed in Hispanic Games on 01/04/25 and broke his school record to 6 foot 8 inches

Financial Report

- December financials are similar to November.

- Membership figures are consistent with last year although revenue up approx \$500.
- Banner sales & concessions are down 25-30% due to fewer home events and fewer sales. But costs are also down due to lower inventory purchases.
- Concessions & school store have had lower expenses compared to last year due to lower inventory purchases.
- Revenue is down 20% from first half of last year. Profit margin overall is 11% higher than last year despite revenue being down.

Committee Updates

- Membership
 - Update on Fall & Winter teams' membership levels
 - Membership #s down for winter teams
 - Only 2 Fall teams 100% membership
 - Girls V & JV basketball are close to 100%
 - Engaging & assisting Team Booster Reps
- Bulldog Bash - Andi & Beth
 - Update on Bash preparations and details
 - Event will be Sat., April 5th from 7-10 pm at The Core @ Tower Oaks.
 - Food will be "buffet style" - hoping to have food donated by Attman's, Medium Rare, Raku, Greggorio's, and the Bean Bag.
 - Drinks - looking to get sponsors for alcohol
 - Attire: "party casual"
 - Hoping to have someone who can wear Jake the Bulldog costume attend (Andi mentioned her 14-year-old son)
 - QR codes will be posted throughout the venue so attendees can donate to the Booster Club during the event.
 - All head coaches will be invited to attend for free. The goal is for all assistant coaches who would like to attend, to receive a ticket donated by parents. The Committee will ask the teams to purchase tickets for their assistant coaches who would like to attend.
 - Will not have items for auction or games due to lack of interest last year.

- May have a “DIY” photo op area with the Churchill athletics “step and repeat” backdrop and some props.

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- Ticket sales announcement & other “marketing”
 - The Bash webpage went live on January 7th and ticket sales will start on February 4th at 8 pm.
 - Tickets will cost \$100/person. Marie has included pop-up options at checkout on the webpage to pay for a coach ticket and purchase a Booster Club membership.
 - We will market the Bulldog Bash at sporting events. Beth will send Jesse the key information to put on digital screens and for the announcers.
- Advertising/Sponsorship Committee
 - New unsolicited sponsorship - real estate agent. Offered him a package through August 2026.
- Spirit Committee
 - Winter Spirit Night dates are being discussed.
 - Will try to provide dates for the January newsletter.
 - Finalizing winter team wall signing dates.
- School Store
 - Will open for basketball games
 - Need volunteers -
<https://www.signupgenius.com/go/10C0545ADAB2CAA8-spirit#/>
 - Will sell at Incoming 9th Grade info night for Parents on January 16 at 7 pm outside the Auditorium.
- Concessions Committee
 - New product - Uncrustables for \$3- not selling well yet (might do better in the spring)
 - Sales have been slower than last year.
 - Some JV teams are struggling to get parent volunteers from their teams to help in concessions during varsity games so we are working with those Team Parent Managers on ways to encourage broader volunteerism.
 - wchsboosterconcessions@gmail.com
- Newsletter
 - Content for the February newsletter is due on Friday January 17 by 6 pm. Cheryl plans to publish on January 20th.

- The newsletter will include: info regarding the Bulldog Bash, a sponsor spotlight, winter community nights, Girls Varsity basketball

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update (Pat Corkery), and begin promoting open Board positions for the 2025-26 school year.

- send submissions to cherylsheer@gmail.com
- o Total contacts in database = 1465
- o The open rate for the December 2024 newsletter was 64% .

Meeting adjourned at 8:01 pm.

