

WCHS BOOSTER CLUB GENERAL MEMBERSHIP MEETING MINUTES

Wed., April 2, 2025 – 7:00 PM (Room 156A)

Attendees: Bridget Calhoun, Marcy Kreindler, Steve Connaughton, Ashleigh O'Brien, Marie O'Connor, Cheryl Sheer, Andi Hedberg, and Jesse Smith

Welcome and President's Update

- Delayed review and vote to approve the March 5, 2025 General Membership Meeting minutes to the May meeting due to lack of quorum.
- Announced that Steve Connaughton and Chris Bugel intend to run for Co-President for the 2025-26 fiscal year.
- Other open Board positions for 2025-26 will include Executive Vice President, Treasurer, Advertising/Corporate Sponsors, and Communications (Webmaster & Newsletter). Only the treasurer and vice President positions require election. The other Board positions may be appointed by the President.
- The annual officer election will be held at the June meeting.

Financial Report

- Overall revenue is down 18%, and expenses are down 20%.
- Membership revenue through the end of March is down 2% from last year.
- Banner sales revenue is down 46%
 - Ashleigh will follow up with the unpaid installment payment from the Original Pancake House.
- Bulldog Bash Revenues
 - \$1300 in revenue from sponsors are up from last year.
 - Ticket sales are down as compared to total sales last year.
- Revenue from the mulch sale (athletic fundraiser) was \$27,869 less expenses.
 - Profit was \$4 per bag this year and included delivery by Denchfield.
 - The Football team spread mulch as a fundraiser again this year, earning \$2/bag.

Athletic Department Update - Jesse Smith

- Bridget Calhoun has been selected to receive a Distinguished Service to Public Education Award in the category of School Service Volunteer. This annual award was established to recognize and show appreciation to individuals, groups, and organizations that have made exemplary contributions to MCPS.
- Cay Miller was selected as the MCPS Field Hockey Coach of the Year
Fall schedules are coming out soon
- Homecoming will be held on 10/03/25 vs. Whitman.
- Information is going out soon regarding Summer team programs.
- Meet the Teams for middle schoolers is on 05/28/25 from 6:30pm-7:30pm in the Main Gym. Every team will be represented.
- Meredith Halperin has been hired as the Head Poms Coach, replacing Tiffany Carmi who stepped down at the end of the winter season.
- Sophie Arnold has been hired as the JV Field Hockey Coach.
- Construction on the main gym floor will begin in June and will take approximately 4 weeks.
- The building will be closed for the summer for renovations and painting:
 - repainting the entire interior of the school as well as the stadium concession stand and bathrooms outside
 - replacing lower gym lights right before spring break
 - replacing lower gym floor & sound panels

Bulldog Bash Update and any Outstanding Needs

- Brainstormed and discussed ways to increase revenue NEXT year including fundraising ideas from prior years such as auctioning off donated baskets from each team and the now-prohibited auctioning off of 2 student parking spaces.¹

¹ In 2019, then-Principal Brandi Heckert determined that auctioning off to whomever could afford to bid upwards of \$1000/spot for student parking spots was inappropriate given that the school is public and the policies for allocating student parking spots should not depend on who can afford to pay for them. This ended the prior practice of the school "donating" 2 student parking spots to the Booster Club Bash auction.

Committee Updates

- Advertising/Sponsorship
 - Bridget is in dialogue over email with a representative from DC United about sponsorship opportunities. She offered a banner sponsorship now for \$1000 that would continue through the 2025-26 fiscal year, effectively giving them the spring and summer for free.
 - The Original Pancake House has not paid its second of three sponsorship payment installments; Ashleigh will follow up.
 - The new realtor sponsor has not paid for its sponsorship yet, though Steve has its banner ready to hang.
 - Another realtor has reached out as a potential new sponsor.
- Spirit Committee
 - Boys Lax community night is set for April 9th.
- School Store
 - Wendy is ordering crew socks.
- Concessions
 - Concessions has been open for 5 games to date.
- Newsletter
 - April Issue Publication Target Date – Monday, 4/21 (end of Spring Break)
 - Submission Deadline –Friday, 4/18 (Spring Break) by 6 pm to cherylsheer@gmail.com
 - Proposed Content:
 - Bulldog Bash Photos and Recap
 - Sponsor spotlight - new realtor?
 - Boys lax & Girls softball community nights
 - softball retired 2 jerseys of former players
 - Senior wall signings to date
 - Boys & Girls tennis
 - Shot put area
 - Brief “interviews” of outgoing Board Members (to publicize open positions for 2025-26)

The meeting was adjourned at 8:00pm.