

WCHS Booster Club Meeting Minutes November 5, 2025

Attending: Steve Connaughton, Chris Bugel, Amy Oram, Fi Rosen, Wendy Feldman, Vivian Mammen, N. Mammen, Jamie Bolgiano

Minutes from October Meeting Approved

Treasurer's Report

- Class of 1975 donated \$1,200 at their 50th reunion (included in October newsletter)
- Kona race trucks at football games generated \$600 in give-back revenue from sales
- Membership at 76% for the year, continuing to increase trend
- Concessions performing at 84% of budget; school store at 86%
- Banner sales moving slowly; final notices to be sent for non-renewed banners before removal
- Check issued for Jesse's approved request (lockers pending final price negotiation)

Performance Summary

Category	Current	Annual Target	% Complete
Membership	Ongoing	100% target	76%
Concessions	\$37K	\$44K	84%
School Store	\$16K	\$20K	86%
Banner Sales	Behind	Target TBD	Slow

Concessions

- Skeletal staff for Thursday playoff game; football team parents need to step up more
- JV football families specifically targeted for volunteer recruitment; coach to send reminders
- Several rock star volunteers attend every week without children on team or even enrolled
- Recognition gifts planned for consistent volunteers (details to be determined)

- Equipment investment discussed; concessions generates significant revenue justifying upgrades
- End-of-season inventory reduction planned before moving supplies inside for winter (no outdoor storage)
- Food safety rules prevent student volunteers from handling food; SSL hours available for stocking/moving
- Lacrosse team volunteered for spring move-out last year; similar plan for this season
- Playoff games expected to add 2–3 additional revenue opportunities beyond last year

School Store

- Volunteers recruited for Tuesday/Thursday shifts; manager no longer required every opening
- New merchandise: restocked sweatpants, new requested zip-up hoodies
- Sales bins introduced successfully; cleared old inventory from previous years
- Shed open for football games (strong sales); JV/soccer events less successful
- Basketball season will require additional volunteers due to multiple weekly games
- Gray hoodies already sold out again; reprinting underway
- Current year sales at \$16K versus \$20K full-year 2024 total; on track to meet/exceed target
- Strong inventory remaining

Communications & Digital Strategy

Newsletter

- Monthly format currently in use; considering shift to shorter bi-weekly updates
- Planned features: team spotlights (varsity field hockey, cheer), new merchandise highlights, volunteer profiles
- Interviewed Tom Bogliano for first volunteer spotlight
- Will include winter tryout reminders and reduce repetitive membership content to QR codes

Website Redesign

- Moving from Squarespace to WordPress for improved functionality and automation
- Automated membership/donation tracking now integrated within Gmail (updates every 30 minutes)
- New platform will enable easier report generation for all board members without manual work
- Treasurer, concessions, school store will be able to access real-time data and run own reports
- Web host recommends fresh design rather than exact port-over of current site
- Square devices remain; Stripe payment processing continues; all data feeds to centralized system

Social Media Overhaul

- Consultant creating Instagram templates in Canva for easy volunteer use (player of week, highlights)
- Google Drive organized with templates for quick content creation and posting
- Instagram profile adding clickable categories for volunteering, events, store
- QR codes planned around stadium for photo/video submissions from community
- Position descriptions created for student volunteers interested in marketing roles
- Consultant finishing deliverables next week; available again in new year if needed
- Seeking parent volunteer(s) to quarterback social media ongoing (could be multiple people)

Bulldog Bash Planning

- Date set: Saturday, March 21, 7:00–10:00 PM at Core Clubhouse
- Silent auction added this year using phone app for bidding throughout evening
- Each sports team asked to contribute auction item (basket, services like yard cleanup)
- Auction intended to offset food costs and lower ticket prices

Pricing Strategy

- Previous year: \$200 per couple; attendance ~100 (half of 200–person capacity)

- Proposed: Tiered pricing starting at \$150/couple with upgrade options
- Upgrade tiers include: sponsor dessert bar, donor wall recognition, school store discount
- Goal: balance affordability with revenue while prioritizing attendance and community celebration
- Board to review last year's per-person cost (food/alcohol) before finalizing structure
- Food donations being collected; additional purchases as needed

Athletic Updates

- Winter sports registration open until November 13; tryouts November 15
- Current playoffs: field hockey , volleyball (Friday), football (Thursday)
- Football playoff schedule if advancing: home games November 14, 21, 28 (all Fridays)
- Cheer competing Saturday 5:00 PM at state championships (Hartford Community College)
- Meet the Coaches Night: November 20, 7:00–8:00 PM
- Format change: skip central meeting, go directly to team breakout rooms (smaller winter group)
- Team parents automatically serve as booster reps for communication purposes
- Coaches provided booster information/QR codes; basketball teams specifically asked to push concessions volunteers
- Funding request pending: soccer goals (50% cost-share requested); email vote to follow

Alumni Engagement

- Class of 1975 reunion donation demonstrated alumni fundraising potential
- Strategy: contact alumni classes at milestone reunions (25th, 50th) for targeted giving
- Invite alumni to homecoming weekend activities, alumni tent, games
- Build alumni contact list through board member networks
- Coordinate with front office/Mr. Taylor's team for official alumni contact information

Action Items / Next Steps

- Send final notices for banner renewals; remove unpaid banners

- Plan recognition gifts for consistent concessions volunteers
- Coordinate football team volunteers for playoff concessions coverage
- Schedule end-of-season supply move-in from outdoor shed (recruit volunteer crew)
- Launch winter sports concessions volunteer recruitment
- Obtain last year's Bulldog Bash per-person cost; email board for pricing vote
- Solicit silent auction items from sports teams
- Distribute booster information/QR codes to coaches for Meet the Coaches Night
- Email vote on soccer goals funding request
- Develop alumni outreach strategy; begin building contact database
- Onboard new volunteers (Vivian and daughter) for concessions/school store shifts