

WCHS BOOSTER CLUB GENERAL MEMBERSHIP MEETING

Wednesday, February 4, 2026 – 7:00 PM (Cafeteria)

Attendees: Chris Bugel, Steve Connaughton, Marcy Kreindler, Fiorella Rosen, Jesse Smith

Welcome and President's Update (Steve & Chris)

Review and Approval of 01/07/26 Booster Club Membership Minutes

Treasurer Report (Jamie)

- Membership is down from 2024
- Concessions sales are currently down
- Despite the above, we are on par with performance compared to last year
- Website expenses up \$25 due to redoing website

Around the Grounds:

Concessions (Paige & Amy)

- As indoor seasons wrap up, trying to get rid of inventory to move outdoors; may donate some inventory
- Contact wchsboosterconcessions@gmail.com to volunteer in the concession stand

Membership (Aby & Mitun)

- No report

Advertising/Sponsorship (Steve)

- Jesse was approached by PowerAd Company Services which would coordinate/collect sponsorships and advertising
- Hiring this company would outsource our advertising/sponsorships and we would no longer need a Board position
- There is a flyer which outlines the details; Steve and Chris are going to negotiate a contract proposal and then request Board input
 - There is a 10 year contract option but we are likely not interested in this at this point, may negotiate a 3 year contract
- Part of the service includes having the company visit the school/facility to determine advertising space

- The cost would likely be a 50/50 split
- Will work with current local sponsors and will contact larger/higher dollar sponsors
- Goal is to get cash in rather than focus on a big ticket item
- Gaithersburg & Frederick & Arundel currently use the company and we can reach out to them for information/feedback
- It may take 3-5 months to secure sponsors so we would hopefully see the benefit for the 2026-2027 school year
- There is also an option to put a system in the gym for advertising during games, projected on floor
 - System can also be used for curriculum but not clear if this would be allowed by MCPS

Spirit Committee (Rachael & Julie)

- Will continue with Game of the week for the Indoor season

School Store (Wendy)

- Contact Wendy Feldman wchsboosterschoolstore@gmail.com to volunteer
- To volunteer at School Store on a Tuesday or Thursday, sign up here: <https://www.signupgenius.com/go/10C0545ADAB2CAA8-58119390-school#/>

Communications (Vishal & Fio)

Newsletter (Fio)

- The January newsletter had a 68% open rate
- Got good feedback, especially on Jesse's feature
- Will feature another individual for February
- Will advertise the Bulldog Bash in the next newsletter
- Will highlight the new stunt team
- Newsletter will be issued on 01/22/26
- A dedicated newsletter email address has been created:
 - wchsboosternewsletter@gmail.com

Website (Vishal)

- The Booster Club website is being redesigned; it has been completed but has not gone live - may go live on Monday February 9
 - Will be sent around to the Board for input, no login to access
 - Will contain a School Store & Bulldog Marketplace tab
 - Getting rid of Stripe, everything will be on Square
 - Jesse will provide contact with Victor O'Neill for photos

Bulldog Bash (Steve)

- Saturday, March 21 @ Pinstripes 7-10pm
 - Proposed ticket price is \$65-75 per person, capped at 125 tickets
 - Will include 3 drink tickets, non-alcoholic drinks included
 - There will be a selection of beer and wine
 - Heavy hors d'oeuvres will be passed
 - Based on the proposed ticket price we will likely break even
 - The auction items will raise money
 - Contract Steve with any items to auction
 - Auction items can be purchased if unable to attend bash
 - Auction items will be App based, will also pay via App
 - Ticket pricing: \$65-75 pp, will include 3 drink tickets, will break even for the night, profit would come from the silent auction
 - Hoping to launch Bulldog Bash details on Monday 02/09 on new website

Athletic Department Update & Funding Request (Jesse)

- Will send funding request to Board for Vote - approx \$3k
 - \$1823.28 weight room - maintenance on machines
 - \$1240.65 irrigation for fields
- Mulch sale will begin in March 2026
- Bulldog Athletics history is now on website, contains Hall of Fame info - has links to all athletes
 - <https://www.churchillathletics.com/>
 - Contains Hall of Fame info, has links to all athletes
 - State champions and record holders will be added
- The Stunt team is a pilot program via the county pilot; it is intended to replace gymnastics
- Next year, Co-Ed volleyball is being removed and will be replaced with JV Boys Volleyball
- Fall 2026, JV Flag Football will be added as the Ravens and Commanders have provided enough funding
- Fall 2026 - Flag football will officially be a MD state sport
- The goal is for Pickleball to become a full sport, instead of just corollary
- Important Dates:
 - Meet the Spring Coaches 03/17 @ 7pm
 - Senior Signing Day 05/19 @ 4pm

- Kenzie would like to hold an end of the year season athlete picnic but Boosters is not able to provide funds for food, may look into having food donated or getting donations from concessions
- Meet the Teams (incoming students) 06/03
6:30-7:30pm

New Business

- Any Board volunteers that do not want to continue in their present position next year, please advise Steve and Chris.

Adjourn @ 8:10 pm

Next Meeting: Wednesday, March 4 @ 7pm