**WCHS BOOSTER CLUB GENERAL MEMBERSHIP MEETING**

**Wednesday, Sept. 6, 2023 – 7:00 PM (Room 156A inside the WCHS Cafeteria)**

**Attendees:** Bridget Calhoun, Jesse Smith, Marcy Kreindler, Lisa Friedman, Claire Drummond, Jenny Camps, Penny Bortnick, Wendy Feldman, David Chen, Jake Lynn, Cheryl Sheer, Ashleigh O’Brien, Hayley Flack, Aby Filomeno, Rachael Datch, Nancy Chang, Deb Muniz, Rachel Polhemus, Jaye Noel, Noelle Chadwick, Chris Bugel, Randi Langer, Scott Michnick, James Ulrich (for Jane Field), Laura Foose, Sonjae Whang, Haixia Du, Rami Kendel, Mika Shimoji, Irene Lam

1. Welcome and Introductions – Bridget Calhoun

* Introduction of Board members & attendees

1. Athletic Department Update – Jesse Smith

* Heat advisory - practices & games cannot begin until 6pm (Friday 09/08 back to normal)
* Football - 1 game held
  + 1st Home Game- Friday 09/08 vs. BCC (Tier 2 - no BCC fans (parents allowed)) applies to V & JV - Tier 2 throughout the county just for this week due to WJ/BCC incident - will be officially announced by MCPS by 09/07[[1]](#footnote-0)
  + Jesse clarified that a student who attends a private school can attend the Churchill football game if accompanied by a chaperone. (A group can be chaperoned by 1 parent.)
  + to enter games, students have to show ID - also located in synergy
  + one line for adults & one line for students - hands will be stamped based on ID and then show ticket at game
  + Will have 2 gates: Away Fans gate - emergency gate and Home Fans gate - main entrance
  + Have tickets ready to show
* Reps - if there are things your coaches want for teams, please talk to Jesse & Boosters to make it happen; if you see a need, please suggest to coach
* Senior citizens - during regular season are free; do have to pay during playoffs
* Home games - athletic dept gets revenue
* Purchase season passes for students - all season pass $40
* Season passes available for adults - all season, Fall, Winter & Spring

1. Financial Report – Ashleigh O’Brien

* Compared first week of September to last September - sponsorships down; membership down 4%; concessions up quite a bit; school store down 20%
* Due to only 4 home football games, need to rely on other revenue streams including sponsors & Bulldog Bash
* Jesse asking for approximately $40k from Boosters
* Expenses to date - school store, concessions, plantings, stadium signs, updated senior wall, table for trainer
* Field maintenance costs less but there are other maintenance costs
* Boosters keeps reserves/saving account - approx $40k
  + surplus goes into reserves to purchase concessions, school store, etc. (b/c we do not collect $ until September i.e. memberships)
* We also keep money for each team
* Ashleigh will share monthly updates with each team rep & coach as to how much $ is in Booster acct - cannot use more than $550 per year for things that don’t stay with team i.e. consumable items
  + re team fundraisers, talk to Boosters re how to collect $

1. Membership Report – Claire Drummond & Aby Filomeno

* JV Soccer boys - 100% Booster membership
* JV Girls volleyball - close to 100%
* work w/ team reps to facilitate membership with teams
* team reps will receive info every week as to who has joined so reps can just contact those that have not joined
* each team gets a % of membership
* Booster club membership separate from team dues (banquet, team meals) - make sure to explain to parents
  + Booster club membership tax deductible; team dues are not tax deductible
* 172 memberships to date (all different levels)
* QR code handouts are available for reps
* Booster membership is for one year and one membership applies to all sports that a student may participate in during Fall, Winter & Spring seasons - membership expires June 30
* Join w/ team member/child’s full given name (opposed to nickname
* Bulldog athlete signs will be delivered ASAP - just got a new shipment

1. Advertising/Corporate Sponsorship Report – Hayley Flack

* Stadium banners - $1000
* Window panes in gymnasium - 3 year commitment - $1500
  + 1 prime window pane available
* sponsors get name on digital scoreboards & newsletter
* Great source of income from both levels of sponsorship
* If you have a business or know someone w/ a business, great way to support the school
* Boosters available to highlight businesses in different ways i.e. water bottles w/ business name
* If you have a child on team and refer a sponsor the team gets $150
* sponsorship info is on booster website
* banners will be redone if damaged or if there is a logo change
* 20 sponsors last year - 12 confirmed renewals; 2 declined to renew; waiting to hear back from others
* will give sponsors window decals for business which shows Booster supporter
* team reps encouraged to use sponsors for team dinners

1. School Store Report – Wendy Feldman

* school store revamped/reorganized - open more often during the school day
* new designs
* Fall sports night & Back to school night - good sales
* School store will be open T, Th & home game Fridays
* will reach out to teachers for design help from students
* need volunteers for school store - will create signup genius
  + training for volunteers?
  + instructions for payment
* need more inventory - chairs will come up with estimate
* online store - may be more limited
* still trying to determine selling school store items at games other than football
* Dawg pound pack - done thru Athletic dept, not school store - not sure how many were sold
* Met w/ K9 club for ideas for designs

1. Concessions Report – Jake Lynn

* Opened for soccer
* Always need volunteers
  + Reach out to Jake Lynn or Bridget Calhoun to volunteer
* Volleyball tournament - 09/30 - need volunteers

1. Spirit Committee Report – Jenny Camps, Lisa Friedman & Rachel Polhemus

* role is to partner w/ cluster schools for games (all different sports)
* 09/20 Boys soccer - first community night
* invite cluster students to come - free admission (parents pay)
* will have giveaways/raffle - might partner w/ local businesses and/or sponsors
* senior signings on 2024 wall - partner w/ coaches

1. Communications Report – Cheryl Sheer (Newsletter) & David Chen (Website & Social Media)

* Newsletter goes out 3rd Monday of the month
* Approx 1400 subscribers
* 60% open rate
* if teams want to showcase anything please contact Cheryl - please send pic & write-up
* sponsors are showcased in newsletter
* Cheryl sends out a call for content/email the Wednesday before
* Booster website - contains news - if you want anything publicized contact David Chen
  + will also be included on social media sites
  + website contains past newsletters & meeting minutes
  + website contains contact re leadership positions
  + any fundraisers - share w/ David for website & social media (Twitter/X, FB & IG)

1. Bulldog Bash Report – Rachael Datch & Deb Muniz

* finalizing date - looking at April 2024
* coaches invited - head coach gets in for free
* same location as last year -The Core @ Tower Oaks
* may increase sponsorships
* need volunteers - email Rachael or Deb
  + Booster reps can solicit volunteer

1. Team Booster Reps’ Updates & “Open Mic”

* Boys & Girls Soccer needs ball boys & girls for games
* Hayley brought a placard with the girls soccer program which contains info re a web page w/ QR code i.e. can scan for program & environmentally friendly
  + Contact Hayley or Bess Siegal for details
  + printed @ Staples

1. Adjournment - adjourned @ 8:26pm

1. MCPS later announced only ***partial*** Tier 2 restrictions and permitted students from the visitors’ schools to attend the football games. [↑](#footnote-ref-0)