**WCHS BOOSTER CLUB GENERAL MEMBERSHIP MEETING – MINUTES**

**Wed., Nov. 1, 2023 – 7:00 PM (Room 156A inside the WCHS Cafeteria)**

**Attendees:** Bridget Calhoun, Marcy Kreindler, David Chen, Jenny Camps, Scott Michnick, Jake Lynn, Wendy Feldman, Cheryl Sheer, Ashleigh O’Brien, Hayley Flack, Rachael Datch, Jesse Smith

1. Welcome and President’s Update - Bridget Calhoun
2. 10/10/23 General Membership Meeting Minutes were unanimously approved
3. Funding request for basketball rim - no longer being requested, will most likely be paid with girls/boys basketball team funds
4. Bridget attended the bi-annual Booster Club Presidents meeting on 10/25 at Clarksburg HS convened by MCPS AD Jeff Sullivan and his office.
   1. Discussed the shortage of officials & aging population of active officials

* every sport has associations that certify officials & hired by County
* recruitment push for officials - MPSSA website has contact information for associations
* pay ranges $70-80 per game - Jeff Sullivan plans to propose to increase the budget for officials’ salaries this coming year and will let the Booster Presidents know how they can support the proposal
* trying to secure a third official for soccer & basketball games - will require extra funding from county
  1. Spirited Spectator Week - held the first week of each season.
* Idea for PSA with student-athletes like WJ did for the Fall season
  1. Physicals are valid for 13 months now instead of 12 to accommodate insurance requirements of a year and a day between physicals.
  2. Jeff Sullivan has an RFP out to vendors to host a fan-friendly website where fans can view up-to-date standings for all sports. It will connect with each high school’s athletics website rather than relying on the County Sportszone which is not always updated by the coaches/ADs and results and information are difficult to access/find on MPSSA’s website.
  3. Discussion regarding equity throughout the county to include based on economics, gender & race
* Discussion whether Churchill should offer docs/presentations in languages other than English to help bridge gaps with other cultures regarding athletics registration and team tryouts.

1. Board vote to pre-approve funding for State championship buses for all three seasons for players and fans, as follows:
   1. Player buses (Coach bus) - $1200-1400
   2. Fan buses (MCPS bus) - $500-600 \*provided fans sign up to fill at least half the bus. Note that fan buses may not be offered on Saturdays because students tend not to sign up for them because they can get rides more easily on the weekend.
   3. Buses should be offered for all sports but Jesse will determine the need for each sport.
      1. may not be offered on s
2. Transition to winter season sports - tryouts begin on 11/15

* 12/04 - first home basketball game
* 11/28 - Winter Meet the Coaches Night

\* need Booster reps for each sport - will reach out to reps from last year

from last year

1. 11/14 - Churchill is the host site for Girls Volleyball state semi-finals
2. Need to schedule the installation date for new sponsor logo decals in the gym
3. Athletic Department Update – Jesse Smith
4. 11/20 - Host site for the Boys & Girls Soccer All-Star Games; concessions will be open
5. Football ranked #2 in the state - could potentially host 4 home playoff games
   1. all teams make it to first round of playoffs unless team opts out
6. Fall JV seasons are complete
7. Zoe Cusack (Golf) - 2nd at States
8. FH playoffs - quarterfinals 11/02, semis & states will be held off site (made it to states)
9. Currently looking for a Girls Varsity lacrosse coach (*Note*: On 11/14/23, Jesse announced that we have hired a coach, Casey Fletcher.)
10. Pat Skelchock stepped down as the Varsity baseball coach. (Note: On 11/10/23, Jesse announced that the JV head baseball coach, Brock Hunter, will be the new Varsity head baseball coach.)
11. Any alumni news re sports please contact Jesse.
12. Discussed possible fundraising for a sound system for the FH field.
13. Jesse suggested that teams should hold Community nights during Senior nights.
14. Record boards for Track & Swim have arrived and have been hung in the hallway across from the gym.
15. Financial Report – Ashleigh O’Brien
16. End of Oct - 5% up on revenue (mainly due to concessions)
17. Spent $25k on athletics to date (this amount is more than spent a year ago)
18. Advertising/Corporate Sponsorship Report – Hayley Flack

* Sponsors have been featured in Booster newsletter
* Most sponsors have paid
* The Original Pancake House - team dinner - $14/15 per student - can be highlighted as sponsor - Jesse will share this option with the coaches
* Encouraged to take pictures of athletes when visiting a sponsor
* If an individual recruits a sponsor, $150 goes to the individual’s child’s team

1. School Store Report – Wendy Feldman

* New merchandise - sweatpants are selling well
* Would like to sell at sporting events other than football & basketball
* May sell at Mama Mia and give 10% back to Music Boosters to get in front of a different audience.
* Need volunteers for school store - Signup genius link in monthly Booster newsletter, suggested to also put link in Principal Taylor’s weekly message along with School Store link/QR code
* Suggested to put QR code outside school store - Bridget will print for Wendy
* Transporting the items from school store to football field - need muscle to help
* There have been fewer sales online but this is likely due to school store being open and more in-person sales
  + advertise in newsletter & social media
  + Alumni Churchill FB group - advertise on there for school store

1. Concessions Report – Jake Lynn

* Need volunteers for playoff football games

1. Membership Report – Bridget Calhoun (Chairs not present)
   1. 250 total Memberships - 143 Friends, 74 Silver, 20 Gold, 13 Platinum - $31,030
   2. 76 yard signs
   3. Boys JV & V Soccer 100%; Varsity Cheer 100%; JV Cheer 94%, Girls JV Soccer 94%; Poms 91%; JV Field Hockey 89%; Girls JV Volleyball 88%; V Field Hockey 82%; Golf 79%; Girls V Volleyball 67%; Girls V Soccer 65%, all others under 50%
   4. 385 Fall athletes - 241 memberships
2. Communications Report – David Chen (Webmaster) &   
   Cheryl Sheer (Newsletter)

* Booster website was replatformed and there have been no problems w/ performance
* new feature - photo gallery on website
* soccer PayPal campaign on website - raised a good amount of $
* 717 unique visitors this month to website
* contact David for any website postings
* contacted Evan Wang re taking over website for next year - unfortunately not interested
* newsletter - 1400 contacts; 64% open rate
  + next newsletter will be put out on 11/21 - content due 11/15 - Cheryl will send out reminder - send Cheryl content re all committees

1. Spirit Committee Report – Jenny Camps

* Winter sports - community nights being scheduled
* Senior Wall signings went well, will organize for winter second half of season - would be helpful to know how many seniors per team & possibly names - invite photographer from each team

1. Bulldog Bash Report – Rachael Datch

* Need volunteers for event planning - contact Rachael
* Spread the word/Save the Date - Friday, April 5 @ The Core @ Tower Oaks

1. Adjournment @ 8:27pm