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

**Wed., March 6, 2024 – 7:00 PM (Room 156A in the Cafeteria)**

Attendees: Bridget Calhoun, Jesse Smith, Wendy Feldman, Haixia Du (Boys Tennis Rep), Scott Michnick (Varsity Cheer Rep), Ashleigh O’Brien, Cheryl Sheer

1. **Welcome and President’s Update** – Bridget Calhoun
   1. Will postpone voting to approve the February meeting minutes until the April meeting due to lack of a quorum.
   2. Discussed publicly acknowledging 2 teachers who have been “super fans” this year so far- Ms. Deli (English) and Ms. Wilson (science), both of whom have attended multiple sports events, supporting their student athletes. Will give them an “award” and a personalized sweatshirt or t-shirt form the School Store and put on social media and our website. Bridget will coordinate with Wendy. Can put in our March 18th newsletter too.
2. **Athletic Department Update** – Jesse Smith
   1. Winter Playoffs update:
      1. Taigh Merola won a State Wrestling Championship
      2. Boys Swim & Dive won Regionals, Metros and States again and lots of records broken.
      3. Indoor Track records broken, and Katie Morey swept Counties, Regionals, and States in the 800.
   2. Spring Season Start update:
      1. Over 470 registered for spring tryouts (200 of them for track)!
      2. Team rosters are being finalized. Some teams will be larger than last year. Still trying to fill some roster spots on Girls JV lacrosse and JV softball.
      3. First home games are March 21st right before spring break.
3. **Financial Report** – Ashleigh O’Brien
   1. Membership revenue is down by 10% compared to the end of February 2022. We hope to make up the shortfall with a big push with the spring teams.
   2. Advertising revenue is about the same as last year. Should be receiving an installment from the OPH and finally receiving $1000 renewal payment from Storyblocks after a bounced check. Will be REMOVING Cheryl Leahy Homes banner and logos from digital media for non-renewal payment.
   3. Concessions revenue is up about 50% overall compared to last year and up 45% compared to this time last year.
4. **Bulldog Bash Report** – Bridget reported for Rachael Datch & Deb Muniz
   1. Sold about 30 tickets plus 8 head coach RSVPs = 40/180 tickets taken.
   2. Need to do a big marketing push for tickets and athlete canvases:
      1. Jesse will ask Stephanie Burroughs to do a special email to all Churchill families (same list that subscribes to Mr. Taylor’s emails).
      2. Aby will send to all the Team reps again especially the new Spring reps once identified.
      3. Cheryl will send out a special email over Constant Contact to our newsletter subscribers and include in the March 18th newsletter.
      4. Bridget will post on social media and will mention on Spring Meet the Coaches Night (3/19).
   3. Most of the food and liquor is being donated by local restaurants and sponsors like Gregorios, Congressional Seafood, Bean Bag Bakery, Raku, and Attmans, largely thanks to Beth Dubin’s efforts, and includes: open bar, sushi, shrimp, charcuterie boards, meatballs, dessert bar, etc.
   4. Will have a Wine Toss and Spin the Wheel game for attendees to purchase tickets to play.
   5. Call for additional volunteers to help with tasks that others have not completed. Need more information from the Chairs on what is needed, but Wendy, Cheryl, Bridget and others at the meeting offered to help with Day Of tasks to set up and clean up as well as other needs between now and then.
5. **2024-25 Board Recruitment Brainstorming**
   1. Bridget reported on some emails to which she’s waiting for responses including Chris Bugel for President-elect.
   2. Paige Korb has agreed to help/be part of the Concessions Manager Crew for next year, but we need more people because she is not available full-time to handle every game, every season with 2 athletes at the school. She has a sophomore son on JV lacrosse and a freshman daughter on JV cheer this year.
6. **Committee Updates**
   1. **Spirit** – Bridget reported for Jenny Camps, Lisa Friedman & Rachel Polhemus: Fun Community Night for Boys Basketball with House to Home Solutions sponsoring rally towels. All Winter Team senior wall signings complete.
   2. **Communications** – Cheryl Sheer: Next newsletter issue is Monday, March 18th so content due on Wednesday, March 13th. Cheryl will send out a reminder. Content discussed includes:
      1. a big plug for Bash tickets and athlete canvases,
      2. a section on Mses. Deli and Wilson as appreciated teacher fans,
      3. Sponsor spotlight on the Original Pancake House,
      4. Open Board positions.
   3. **Advertising** – Bridget reported for Hayley Flack that we are still chasing down a renewal payment from Storyblocks but will go ahead and take Cheryl Leahy Homes off our list of sponsors for the spring season since they never paid a renewal fee. We’ll give Storyblocks until the end of the week because Cameron Jones indicated he would pay by Zelle if we can get that to work.
   4. **Concessions** – Bridget reported for Jake Lynn that we had a lackluster winter in part to lower fan numbers and no home playoff basketball games compared to prior years. We will be cleaning out the Outdoor stand and moving the leftover inventory and supplies from the Indoor stand outside over the next 2 weeks in time to be ready to open for the March 21st Girls JV and Varsity Lacrosse games.
   5. **School Store** – Wendy Feldman reported that she still has inventory that needs to move but would also like to buy 2 new shirts for the spring. We discussed offering discounts and specials (if you buy and new item, you can get one of a select number of older items for a discount so we can recoup our costs). We also discussed having Wendy open the store on March 19th for Meet the Coaches Night and for the incoming 9th grader parent night (need to find out the date). We discussed submitting an “ad” to Hoover and CJMS marketing logowear from the School Store as a great “promotion” to Churchill gift. Jesse suggested we also contact some of the local private schools whose kids often transition to Churchill.
7. **Team Booster Rep Updates**
   1. Boys Tennis and Varsity Cheer reps were in attendance, and we learned that the Boys Tennis team has a match vs. Poolesville on April 5th that could run close to 7 pm on the night of the Bash. We told Haixia that the event is casual that we hope she’ll still encourage the tennis parents to buy tickets and just come a little late, if necessary.
8. Adjournment at 8:04 pm.