

**WCHS Booster Club Meeting Minutes**  
**Wednesday, November 18, 2015, 7pm – Room 117**

**In attendance:** Susan Aliakbar; Elaine Arndt; Eric Berger; Sharon Crane; Draga Dubick; Daniel Freeman; Clarice Ghais; Nancy Hedayat; Mary Hunt; Sandy Max; Chris Nazarian; Jeanine Resnick; Gina Shultz Farney; Larry Tanenbaum; Julie Wagman; Ali Weitzman; Shawnda Wilkinson; Wendy Wilson; David Wright

**Call to Order:** Chris 7:06

**Approval of minutes of Last Meeting:** Clarice wanted to modify description of cash (cash – team accounts = \$124,104); Draga wanted to add under Concessions that net profit down is “over 3 years” – Larry moved to approve and Draga seconded; unanimously approved.

**Treasurer’s Report:** Clarice summarized the financial report: Cash is \$125,543.49; inventory \$20,488.64; total assets \$146,032.13; soccer has emptied account for their banquet; income for Boosters is \$79,690 gross profit; expenses \$25,545; net income to date \$25,885; pavers net income \$2236 (just this year); last year pavers \$13,105 (minus expenses); stadium improvement funds are therefore \$15,341.

**Apparel:** Ali mentioned that the store is selling the 50<sup>th</sup> anniversary tshirt for \$5. The store is working on selling inventory. Ali met with Karen Zuckerman to help us make a rebranding campaign including updating the bulldog. They will get approval and get new inventory, which will include smaller quantities so they can sell out and be free to get new merchandise. They will be selling leftover football items. Money has not been deposited because Terry has been away.

**Stadium Signs:** We discussed the need to find a replacement for Allyson and expand this area of fundraising. Allyson thinks sponsorship could double if someone gets interested in doing it. Most sponsors are renewing. We have more signage than anyone in the county. Allyson has a relationship with the person who makes signs; she gets new ones when they wear out; she puts them up again if they fall. This is the highest profit thing we do. Someone whose daughter is a freshman playing softball this year may be interested in taking over.

**Video Board:** The installer of the video board is willing to attend the December meeting and explain the problems before we request a replacement under the warranty. The board has hardly worked for football season. Chris had a long conversation with Brian Barzee and then the board went off again – there was a pink section and blank section. Scott noted that Brian rebuilt the board last year. We are looking into a yearly maintenance contract. It would be useful to have an electrician on site to maintain the board, but we don’t have the infrastructure. No other school has a board like ours (Damascus has a similar one, but it is not as high tech). Brian tries to talk schools out of getting boards like this because of all the problems. Power suppliers, master power, and the internal computer have all been fixed. This board shouldn’t have been purchased because we don’t have the infrastructure to maintain it. When it was purchased, it was probably an attempt to save money that resulted in not having everything integrated with the booth, etc. Scott would prefer to not have a video board

because it is too much time and effort to maintain. Larry noted that the advertisers are supposed to be on the board. We can't run the board all the time because of power issues (original idea was that we do that). Elaine suggested we cost out simple board, get specs and go to Brian and make a deal on a new board. It was suggested that we have Brian come to the next meeting.

**Concessions:** Draga indicated that we have made some money and that our big expenses are behind us. We have had a volunteer issue, but we managed because of low attendance at the games. Everything has been moved inside for basketball and wrestling. Draga will be in touch with parents to get volunteer coverage. Scott suggested that there would be a monster crowd on Feb 3. It was suggested that we should always have the school store opened during games, especially for basketball, and that we should have 2 volunteers. Draga routinely talks to Scott to get a recommendation before games about volume, volunteers, etc. Chris noted that we need a deputy for Draga.

**Membership:** Elaine indicated that varsity field hockey and varsity girls soccer were now at 100%, and would get money for their banquet (as was varsity cheer, varsity boys soccer, varsity girls soccer, jv soccer, and field hockey). Winter sports night would be Nov. 23<sup>rd</sup>; and Nancy said she would volunteer. Draga understood that before Wayne was president, there were managers or committee chairs in charge of different things, that anyone could come to the meetings, and that everybody who came to the meetings became a chair of a committee. "Utility players" were for volunteers with specific tasks (but did not have a vote). PTA at other schools recruits committee chairs at the beginning of the year. Elaine suggested that we could have a list at winter sports night.

**Communications:** Elaine and Daniel Freeman demonstrated the new website and showed how it will help Boosters connect with students, community and alumni. It had been up for a couple of weeks ("kitchen remodel"). To meet Chris's request for more interaction, promotional items, etc., they had to redesign. It includes a Twitter feed, a Facebook feed and ScoreStream, where each team can load and register scores, pictures, commentary and possibly eventually video. Basketball and hockey are loaded (only team sports – not individual). The issue was raised of how to let the kids know about the new website. Chris suggested that alumni may come to the website too and that there might be the possibility of raising money (by selling Churchill goods). Any info needs to be sent to Elaine for posting (trying to bring SGA, Observer, yearbook, etc.). Sponsors have a rotating view and you can click and go to their sites. The website also features weather, time, a volunteer list, a website submission form, and a newsletter submission form. We need to get word out to the teams. We want to tie in the Daily Dose and generate the Newsletter right from the site, as well as include more ecommerce (school store, membership, etc.)

**Community Night:** Elaine indicated that it would be Jan. 5 and they need 2 parents for the basketball game. Kids from feeder middle schools get in free and get a ½ price tshirt; We will have our mascot present.

**Shop and Dine:** Elaine indicated that on November 30, there would be 20% donation to Churchill from California Pizza Kitchen all day if Churchill was mentioned, and there would be

15% donation to Churchill from 6-9pm at Alex and Ani.

**Wifi for Stadium and pressbox/live streaming:** It was suggested that there be a Hotspot for the school store (a “square”). The entire county will be aiming wifi outside of their schools. The possibility was raised of purchasing a mobile hotspot device to be used at sporting events and during fundraisers.

**AD Report:** -Scott explained that the winter sports night would be in the gym and then would break into the classrooms. He wondered if we wanted someone from Boosters to make presentations on funding that Boosters has provided (e.g., redid the basketball court; wrestling gets to go to invitationals; track gets to go to invitationals; swim and dive was able to buy banners and swim caps, and they didn’t have to fundraise because Boosters supplement their funding. Basketball, swim and dive, wrestling and bocce would begin the second week of December (corollary sport – 1 per season). Someone should talk to the coaches to get Booster support. Cross country parents will be there for their banquet on winter sports night. Fall ended well (golf state champs – one student got a scholarship to Rutgers and one to UVA; girls soccer and volleyball did well; 2 divers were signed at Penn State and Villanova). Big costs for the field come in summer (covering and seed (\$2K after Thanksgiving).

**Captains lunch:** Draga indicated that she needed help on Nov. 30 at the captains lunch (and that they would get Albert or Ruth to speak).

**Turf project/Pavers:** Larry indicated that the case is still going on. MSI served discovery requests and Potomac Soccer or Bethesda Lacrosse are pushing back on requests and they are having a hearing. The county has approved a plan to commit \$11 million for turf fields and the schools need to come up with half. Larry is trying to get MSI to talk to Potomac Soccer and Bethesda Lacrosse. With a turf field, the field could be used year round (and by the community).

**Beautification of athletic facilities:** We have money in bank and need to brainstorm (Scott would like to have work done on the fence line [softball and baseball]). Boosters would have to maintain that. Draga suggested we use some funds to improve the inside of the Press Box. Scott suggested that we maybe have a contractor visit and give ideas (There was a Motion to form a committee by Ali Weitzman, but this was not followed up).

**Pavers:** Chris reported that we purchased and installed a LuvU paver. Many pavers have blue and green. We should make a push in the spring to hit up alumni. We need to get alumni to purchase class pavers and memorial pavers and we need to streamline ordering and installation. We have excess tiles, which could maybe be auctioned off?

**Gala:** Chris suggested that we have a live auction with maybe 10 items, and that we would need chatter by email before the next meeting in order to go ahead. A bowling alley was suggested as a possible venue, and it was noted that the one Shady Grove by Red Lobster is the nicest one. We need to come up with ideas, make decisions and begin planning. Larry and Chris suggested that we schedule it before the beginning of spring sports and that we look for a casual venue such as a bowling alley. Sandy Max mentioned having a sporting event. Ali Weitzman

volunteered to form a committee with Sandy Max to get the location, date and the event in place. The group agreed to her suggestion by consensus.

**Booster Club member changes:** Chris noted that we should recruit new members/officers for 2016-17 and that change is good. Elaine noted that we need to get the word out to teams (i.e., get the positivity flowing) about what Boosters do, and we need to communicate with parents to get involvement.

**Community yard sale:** Nancy wondered whether April 17 would be a good day for a community yard sale. Each team would need a volunteer to gather items and a person to man a table. We would need a rep from each team to communicate. Once the date is approved, Nancy will write it up.

**Meeting Adjourned:** 8:30 pm

Respectfully submitted,  
Sharon Crane, Secretary