

WCHS Booster Club Meeting Minutes
Wednesday, September 9, 2015, 7pm – Room 117

In attendance: Susan Aliakbar, Elaine Arndt, Eric Berger, Sharon Crane, Draga Dubick, Yolanda Faerber, Daniel Freeman, Clarice Ghais, Steve Genn, JoAnn Goldberg, Paula Goldsmith, Nancy Hedayat, Alissa Horvitz, Mary Hunt, Leslie Janis, Judy Leventhal, Deb Lundin, Sandy Max, Chris Nazarian, Ariane Promisel, Eric Reicin, Jeanine Resnick, Scott Rivinius, Gina Shultz Farney, Sandy Smyth, Larry Tanenbaum, Shawnda Wilkinson, Ellen Zidar.

Call to order: 7:06pm by Chris Nazarian, President.

Member responsibilities: Larry summarized Booster Club member responsibilities as follows:

- (1) Responsibilities to the team
 - a. attend meetings (members should get a sub if they cannot make the meeting); and
 - b. communicate needs of the team to Boosters
 - i. must be approved by Scott Rivinius;
 - ii. if coach has needs he makes a presentation (simultaneous with Scott) on costs, etc. and it is voted on; and
 - iii. events that require participation (gala – baskets, etc.);
- (2) responsibilities to the Booster Club
 - a. come to meetings;
 - b. vote on expenditures; and
 - c. decide on events and fundraisers

Draga noted that if a team needs an item, information should be distributed in advance of the meeting to hasten the response. She also noted that Booster Club needs volunteers for the school store, concessions, to set up the gala, and get communications out to the parents on the teams.

Chris noted that discussions may begin with a group chat, followed by discussion at a meeting.

Approval of Minutes: 6/3/15 Minutes Approved. (Yolanda moved; Chris seconded it; unanimously approved.)

Hall of Fame: Scott will put some information together for the next meeting.

Election of New Officer for School Year 2015-16 effective September 9, 2015.

Sharon Crane's election as Secretary was unanimously approved with 27 votes in favor, none opposed. (Larry moved, Shawnda seconded; unanimously approved.)

Treasurer's Report: Clarice summarized the Balance Sheet. Current assets are \$176,038.44 including \$40,000.00 contingent liability for the turf filed and \$72,150.34 in the team accounts, leaving a balance of \$63,888.10. She noted that the only teams with activity are football, poms, boys soccer, baseball, and cheer (combined JV and varsity). Larry noted that Boosters will match 50% of team fundraising up to \$500

Apparel/School Store: Mary noted that with assistance from Ali, they had made \$3100.00 in apparel sales. Chris asked if there was anything new and Mary replied that Ali has ordered inventory that they need to organize. They have divided responsibilities such that Ali is in charge, Terry Ann is handling the money and Mary is coming to meetings. Ali is available for questions. Shawnda raised the issue that there are not products in the store specific for the various teams (e.g., Wootton has car stickers for each team). Chris noted that each team should sell their products independently. Larry noted that teams could set up stands for sales at games. Draga suggested adding a link on the school store website to the specific teams' apparel. Scott noted that Churchill has more on its school store website than other schools and that he has contacts. Draga noted that the downsides of promoting apparel to specific teams included competition with Boosters and not enough room in the school store for each team's items. Chris noted that you can customize types of apparel (e.g., by team) online. Nancy added that it would be great to sell the apparel at games. Draga suggested that teams call Mary or Terry to arrange volunteers to sell at games and talk to Daniel Freeman [webmaster]. The difference Shawnda noted regarding Wootton team apparel/stickers

may be that Wootton does not have the team accounts set up separately. Sandy mentioned DSN sports and Swag Store as possible sources for team-specific items.

Stadium Signs: Elaine reported for Allyson that there were 23 renewals, 3 previous sponsors not heard from, and 1 new sponsor. Sponsorship at \$21,000.00 includes tickets to the gala, the sponsor's logo on the scoreboard, the sponsor's name in game programs and a color sign. Shawnda raised the issue of including Booster Club membership with sponsorship, noting that the Greenbergs have 3 children at Churchill (2 on cheer) and spent \$1200.00 on advertising sponsorship, and that she feels it is excessive to then ask them to pay for Booster Club membership. She suggested that anyone who contributes over a certain amount should get a free membership. Chris raised the issue of how to keep track of which sponsors were Booster Club members. Larry suggested that sponsorship include a banner, gala tickets and if the sponsor had a child at Churchill they would get a Booster membership. Draga noted that our system is not set up to handle such tracking. Elaine noted that it would be difficult to track membership that way, and that sponsors get sufficient benefits. Larry noted that sponsorship is a purchase of advertising and not a donation. Nancy suggesting putting a separate line item on sponsorship forms for Booster Club membership. Since no change was approved, Elaine offered to be available for members/banner sponsors to explain the policy.

Concessions: Draga noted that they had painted, cleaned and stocked the concession stand and had a great first game with cheer, poms and JV football staffing. They had a very good time but it was hot. She noted that they have experimented with pricing levels. She noted that everyone should encourage participation by their teams. Draga will try to be at all the events and is taking suggestions on products. Chris noted that we need volunteers across sports, and while concessions are not sold for all sports (e.g., baseball), that it is just due to logistics. Larry suggested that teams get volunteers for other sports. Elaine noted that SignIn Genius has a link in Blips and the Booster website volunteer page, and that we are trying to get a link on the Churchill home page. Scott suggested that teams bring a "bag and a cooler" and a concession stand could be easily set up at other events. Nancy noted that Volleyball had tried selling fruit at games during breast cancer awareness month and it was a big hit. Draga noted that she can help coordinate if asked, and that money raised will go to Boosters and that the team will get some credit for helping.

Membership: Elaine noted that boys' varsity soccer is at 100% membership (Booster Rep Lisa Yazdani) and that JV boys soccer was also at 100%(Booster Rep Jeanine Resnick). There was a suggestion of adding Booster Club membership as a part of each player's initial team payment, but Elaine and Scott noted that that is not allowed. Elaine noted that we are ahead of last year in terms of money and members and that fall sports teams have done a great job getting membership. We would like to have 2/3 full membership before spring sports. Elaine noted that teams with 100% membership get \$250 back into their account (teams with over 25 athletes get \$350 and teams with over 75 athletes get \$750). She noted that it is difficult to get 100% membership for large teams such as indoor track, cross country, and swim and dive and suggested that we consider lowering the requirement for the large teams to 50% membership and they would receive the \$750. She noted that it is hard for Boosters to "fill in the gap" for these teams because the county gives them so much, and that it is hard to get visibility for Booster Club with these teams, but asked for ideas. Paula noted that she would distribute Booster Club membership gifts to the team reps to give to the members on their teams. Teams need to get their rosters to Wendy to get credit.

Communications: Elaine introduced Daniel Freeman, Churchill webmaster, who is in charge of Facebook, Twitter, Instagram, and the Booster Club newsletter. Daniel said hello and noted that the sports news page has a button where you can submit photos, and that all one needs to do is include a caption and they will get posted. Chris wondered how our page compares to other schools. Leslie asked Daniel how reports on game results get reported to Daniel. Elaine indicated that we can contact Daniel at web.chsbooster@outlook.com, but that everything has been going through Elaine. Ariane noted that the current Twitter feed is only for adults because the students are not following it, and that tweets should use #wchssga in order to get seen by students. The CHS home page used to have a Twitterfeed, but the new assistant principal Maniya Jules should be able to arrange this. Draga noted that teams can send flyers to Daniel. Chris noted that there are forms for fundraisers online. Nancy suggested that each team delegate a team parent who takes good pictures to submit them to the website.

Athletic Director Report: Scott recognized the good attendance at the meeting. He noted that he gets all of the financial reports of all the MCPS schools and WCHS is the leader. He noted that money from Boosters frees up

money for sports teams, that it is rare for him to say no to coaches on requests and that every team benefits from Boosters. Scott noted that the football, soccer and field hockey fields are very expensive and they look really good right now. He noted that Booster Club contributions cut down on the amount of fundraising that has to be done by the teams. Scott also clarified that he should be the only person at Booster meetings be formally requesting Booster funds (NOT parents). The issue of contributions to club teams was raised because club teams are not officially affiliated with the school. It was noted that Boosters gave money to hockey last year and that winter sports should have what they need. Scott noted that the school itself has to be purchasing the items for purposes of liability, ownership, etc. (e.g., helmets, tractor can't be purchased by Boosters). Booster Club cuts the check to Athletics and the school makes the purchases from vendors. Scott noted that products cannot be purchased just because a team wants it – rather, it needs to be approved as safe by the Athletic Director. We have been doing this well compared to other schools. Spirit wear that the athletes keep is not included. Team accounts can pay for apparel for coaches or financial aid. Mary noted that inventory is kept on school property but that club sports are different – for instance, hockey may be looking for money for ice time. Questions should be directed to Scott. Nancy asked if the teams could make “wishlists”. Scott indicated that fundraisers need approval through the Athletic Director’s business office, and must be approved by the business manager. Coaches should fill out forms (and they need 2-3 weeks processing time). Scott also noted that the purpose of the banquets was to get as much participation as possible, and as such, teams should keep the cost down (e.g., teams can use the cafeteria). He also noted that there should be no alcohol at banquets as they are school-sponsored events. It was also noted that Boosters bought the new team mascot costume, which had been worn at the last home game by Liam Leer-, a wrestler.

Upcoming events: There will be a Captains Lunch on September 18. Draga needs the names and cell phone numbers of team captains for invitations.

Turf project/Pavers: Larry and Chris explained the evolution of the turf project. Booster Club had followed the Wootton model by forming a partnership with local businesses and then being awarded the bid by MCPS and the County Council. MSI sued MCPS, , alleging that the award of the bid showed favoritism and errors in the MCPS process. Booster Club and its partners Bethesda Lacrosse and Potomac Soccer were included in the suit because of a procedural requirement of the Court. Partner Bethesda Lacrosse pulled out and was replaced by Bethesda Soccer. Potomac Soccer inquired, and the county said they rescinded the offer to our partnership but that they are going to rebid it. There has been a status conference but MSI will not dismiss the lawsuit even though the offer was rescinded because they have not received Board notice of the withdrawal. Larry confirmed that they will dismiss Booster Club from the lawsuit if they get a proclamation from the MCPS Board or County Council. Chris raised the issue of how Boosters would spread the money reserved for the project start up around – perhaps for physical beautification of the facilities. . Elaine moved to remove the \$40,000.00 contingent liability and place it into the general fund and the motion, seconded by Yolanda, passed unanimously.

Gala: Draga noted that last year there were many different opinions on whether to hold the gala or not. She suggested that we keep the idea out there to decide each year whether to do it, and how extravagantly to do it. She suggested that maybe we hold the gala in January to avoid the year-end rush. She noted that we would need a committee and a chairperson. Paula suggested that we could consider holding the gala at a Churchill parent’s home to save money. Draga also noted that if we have a gala we anticipate doing team baskets, which requires collecting money and someone to make up the basket. Elaine noted that the intention is to get donations from local businesses. Nancy suggested that we generate a list of popular baskets so they can be efficiently arranged at the gala. The Hall of Fame idea was discussed and Draga noted that we would be looking for ideas.

New Business: Draga noted that we are seeking ways of reaching out to the cluster schools and the community.

Art Department Photo competition – She suggested that we get the art department to capture Churchill/Booster events.

Art work for rebounder wall – She suggested that we get art students to paint the wall (every year?). Scott noted that he is currently dealing with graffiti in the area.

SGA – It was suggested that we get them involved, and Scott indicated that the best people to contact would be the class advisers.

Announcements:

Community night will be September 25, where students from the cluster schools can come to the football game, receive clappers, take pictures and get free admission. Volunteers are needed to assist.

Meeting adjourned: 8:41pm

Respectfully submitted,
Sharon Crane, Secretary