

**WCHS Booster Club Meeting Minutes**  
**Wednesday, October 21, 2015, 7pm – Room 126**

**In attendance:** Eric Berger, Allyson Bergman, Sharon Crane, Draga Dubick, Yolanda Faerber, Daniel Freeman, Steve Genn, Clarice Ghais, JoAnn Goldberg, Loubna Hatoum, Nancy Hedayat, Alissa Horvitz, Judy Leventhal, Chris Nazarian, Scott Rivinius, Gina Shultz Farney, Sandy Smyth, Larry Tanenbaum, Julie Wagman, Ali Weitzman, Shawnda Wilkinson, David Wright, Lisa Yazdani.

**Call to order:** 7:00pm by Chris Nazarian, President.

**Report from County Booster Club meeting of 10-14-15:**

Chris attended this county roundtable that included discussions on concessions, fundraising, etc. Whitman was not present. Chris noted “We have the Cadillac of Booster Clubs.”

An issue raised was whether we have insurance for the officers, and this was confirmed.

There was a discussion of sales and use tax and where it was or was not being collected. Clarice confirmed that the relevant forms had been filed. Reps from the school store indicated that tax is included in the price of the item.

Another issue raised was having a food service license for concession sales and that all the schools had been inspected on the same day, per Scott. It was not clear what was required in Montgomery County. Churchill has a food service license, and it could be possible to hire someone from the kitchen to work games. It was noted that in PG County, there just needed to be someone on call who has a food service license during concession sales.

**Approval of minutes:** 9/9/15 Minutes were approved unanimously.

**Treasurer’s Report:**

Clarice indicated that Booster’s income is \$69,932; net income is \$23,513 (from July 1 – Oct 20); total assets including team accounts is \$144,319.50 (including \$40,000 set aside for the turf field); and that Boosters has \$124,104 cash to spend. There was a discussion regarding what we want to keep in our accounts. Draga suggested that we want to spend what we raise.

**Apparel:** School sales total \$7582. This is 4K less than where we were last year and last year was low. This seems to be attributable to the number of people who are going to games. The store did not order much because they had a lot of inventory (mostly hats, t-shirts and sweatshirts). They supplemented just the most popular t-shirts. There was a discussion of whether we might man a table at lunch to increase sales. It was noted each team has specific vendors that they like to work with. Scott noted that 30-35% of the school population is athletes. The most popular item seems to be the “We are Churchill.” The possibility was raised of preparing a survey to find out what apparel students would like.

We are looking to have some pop-up stores and to increase ecommerce.

Sandy mentioned Swag Dog that they have used for football, and she would be happy to share info about them. They have great prices, and similar items for lacrosse. Girls' Track wears their loose fitting tank tops (\$7-8 cost but could be sold for more).

There was a discussion of whether we should consider having reps come in to sell their own team apparel. They would need to have a separate table and accounting would have to be configured to determine where the profits go (teams vs. Boosters). The effect on Boosters' fundraising was discussed, but Chris noted that it did not matter that much where the profits go because if the teams are raising more money for themselves, they have fewer needs for requests to Boosters for money. It was noted that it would be overwhelming to sell team-specific merchandise in the school store. Larry wanted to be sure that if the teams were raising their own money, they were not also coming to Boosters for money, and that team fundraising should be encouraged to reduce the burden on Boosters. Draga noted that it was also an issue of timing – and that school store sales have decreased.

**Stadium Signs:** Allyson reported that they had made \$27K on signs. We have had to replace several signs. We have 3 new sign vendors and lost 2. There have been a total of 25-35 over the last few years. Boosters needs to find someone to replace Allyson who will do some marketing. The sponsors own the signs. We have more banners than any other school. Scott indicated that other schools are calling us to find out where we get them

**Concessions:** Draga noted that the huge rain-out on homecoming resulted in a lost opportunity of \$5-6K. There has been a significant downward trend in annual profit over the last 3 years. Attendance at football is down but we are still above average attendance per Scott. It was suggested that concessions be sold at volleyball because of their big turnout. Chris noted that he would like to revisit selling concessions inside for basketball. Draga noted that the big money in concessions was at the football games, and that the biggest problem is getting volunteers and getting them to do what needs to be done.

**Membership:** Varsity Cheer (Shawnda Wilkinson, rep) reached 100% Booster membership. It was reported that Varsity and JV soccer are also at 100% and that Varsity and JV field hockey are also very close. Membership has exceeded its 2/3 goal. The financial goal was \$21K and we have reached \$24,727. Membership gifts were handed out to teams. Winter sports night was announced as Monday, November 23 and Loubna volunteered to sign up members to work.

**Communications:** Daniel Freeman discussed the new redesigned website. He had hoped to demonstrate the website, but it failed its final tests. The old website was to continue to be available. They are optimistic because the new platform (Hostgator) allows more features, they understand the look and feel of the new system, they know what to look for in terms of support, and they have tested Scorestream, Twitter, Facebook, and sponsor logo box. It is easy to navigate and interactive, and integrates with Facebook and Twitter; Scorestream is a “dataminer’s dream” – a free app (scheduled games are in there and scores can be updated by anyone). Scott says the

county already does this. The YouTube channel is getting ready to go and they are planning to get ecommerce integrated. Chris suggested we get an update next month and possibly include student input

They need a content manager to get text and photos organized, writing short captions and paragraphs and who is interested in what is going on in CHS sports.

There was also a discussion of getting Wifi for the stadium/live streaming.

The deadline for the Newsletter is 11/13 for fall sports.

**Athletic Director Report:** There was a discussion about the videoboard – the power issue got fixed and worked at a couple soccer games and has now gone out again. They are trying to get it ready for the football game. Scott said the proper process to purchase and bill was not done, that the power grid is not sufficient to support it and that there are no people on staff to fix. Scott noted that the warranty covered last year’s repairs, but that he doesn’t have any of the records. Chris wants to reach out to Clarksburg who doesn’t have these issues. Damascus has one and has problems (\$80K to buy it). Chris asked whether it can be upgraded. Scott said the power goes out on campus all the time.

The dates for soccer home games are Friday, October 30 and Nov. 3 (draw is on Monday) and for volleyball (11/5 or 6; 11/9 or 11/11).

Golf team is competing for the State title next week.

Winter sports night will be 11/23. Winter sports can start 11/14 (basketball, wrestling on the 14<sup>th</sup>; swimming on 16<sup>th</sup>).

Community Night report – They got good feedback and emails, and this event gets better each year. For winter – there are basketball double headers [boys and girls] (WJ Tues 1/5; Friday 2/12 against BCC).

The biggest basketball game is Wed 2/3 against Wootton at 7:15 – we will try to get more concessions.

The captains’ lunch will be the week after Thanksgiving. They are working with Draga and the reps need to send their captains’ names.

Scott noted that some platinum parking passes haven’t been picked up and suggested that reps should remind people.

A Hall of Fame dinner was discussed and it was noted that a wrestling coach was inducted into the Einstein Hall of Fame. It might be hard to schedule for this spring, but we need to brainstorm names and maybe we can do for next fall if we start now. We would look to bring 12-15 people into the Hall of Fame. Their guests would pay for tickets and we would do an auction.

A batting cage proposal (\$10,750) was discussed. Boosters were asked for the softball portion - 2 small hitting stations (\$1450 each), which would allow more kids to get practice work done. The previous cages have been there for 20 years. Larry made the motion, Shawnda seconded it, and there was unanimous approval of funding the 2 small hitting stations.

There was also a discussion of vandalism on school property. Baseball benches have been stolen (\$400 each). RM got 100 hurdles stolen. It was noted that individuals are allowed to use campus facilities but they were not allowed to organize large groups.

Eric Berger made a crew request as follows:

5 Pairs of Slides @\$290 each                      \$1,450 (faster stroke and faster catch  
and you can link them team works as they would on the water – what is the

impact of one rower on the whole boat);	
4 SpeedCoaches w/GPS @\$399 each	\$1,596 (speed, rate of stroke and split);
8 impellers @\$30 each	\$240 (what is boat doing relative to the water);
Shipping/Handling/Taxes	<u>\$200</u>
Total request	\$3,686

Outdoor season ends in November and starts again in March. Chris suggested that Boosters fund the slides now and the other items in the spring. Larry made the motion, Aly seconded it, and it was unanimously approved.

### **Turf project/Pavers:**

There was a brief discussion of what was transpiring on the turf project. Specifically, the President of MSI sent Larry an email meant for their lawyers by mistake. We are now hoping that the 3 sports organizations will build the field, and Churchill and maybe another institution will get time.

Chris is still trying to sell the pavers. There are two logos, including one with Churchill's face on it; they are blue and green.

Other ideas for improving the stadium in other ways were discussed (press box; score board; beautification – kids could get SSL hours for doing this because budget won't allow for upkeep). It was noted that the county was making a push to put wifi in the outdoor stadiums but budget cuts killed that proposal.

Draga suggested that we get organized to have volunteers help with school beautification, in part because she is concerned about Booster funds.

### **New Business:**

Chris discussed the LUV U project and their meeting with Rich Mattingly (Carolyn Mattingly's widower) and Sherri Cissel. Carolyn was a founder of the Boosters (her daughter was a 3 sport athlete at Churchill). The LUV U project will be focused on mental health issues. There will be an event at Bethesda Country Club on November 5 (on website) and tickets will be \$75. Dr. Benz will try to promote the project, and we will be getting a paver and putting up a plaque.

### **Other issues:**

Chris raised the issue that many Booster Club members would be leaving at the end of the year, and we need to recruit new members/officers 2016-17.

Chris also discussed the gala and the fact that it is good for giving people exposure to what Boosters do. We need to discuss this again next month. Chris would like to have the gala before spring

Nancy discussed the possibility of a community yard sale. She suggested that we get the SGA involved. Each team would man a table and kids can get SSL. We could get moonbounces, foodtrucks, etc. and then the Salvation Army will take things away. Each team could donate a basket for an auction and we could have a mulch sale. Larry noted that the function of the gala is fundraising, selling food and drinks and having an auction. Draga suggested that we need a subcommittee.

Sandy raised the issue of whether we need a strategic plan. We could form a

subcommittee that would focus on ways to make money and reach people. Draga suggested that we need a chain of command (President elect, etc.) so that leadership flows.

Loubna discussed the possibility of having a winter fair. She has experience with organizing and could find good vendors and sponsors. She is willing to organize it.

**Meeting adjourned:** 8:55pm

Respectfully submitted,  
Sharon Crane, Secretary