

WCHS Booster Club Meeting Minutes

April 10, 2013 7:00 pm

IN ATTENDANCE: Jim Edwards, Kit Lunceford, Larry Tanenbaum, Staci Weltmann, Donna Duvall, Joe Muscarella, Caren Shugarman, Scott Levenson, Chuck O' Carroll, Rob Doherty, John Kwant, Roya Youssefiani, Lisa Caplan, Elena Ketelhut, Mary Ellen Mengucci, Nancy Shapiro, Allyson Bergman, Ariane Promisel, Robyn Solomon, Jon Thibodeau, Nancy Fitzgerald, Jim Schleckser, Helene Glick

MEETING CALLED TO ORDER: President Jim Edwards called the meeting to order at 7:06 pm.

APPROVAL OF MINUTES: Minutes from the March 13, 2013 meeting were distributed and reviewed by all present. The minutes were approved with the following changes:

John Kwant motioned to approve the minutes; seconded by Lisa Caplan. Minutes approved unanimously with changes.

PRESIDENT'S REPORT (Jim Edwards): President Jim Edwards discussed the necessity of finalizing the officers' slate for next year's Booster Board. The positions still remaining to be filled are: President, Vice President and Secretary. We need people to step up to fill these positions or to recommend candidates. This needs to be in place by next week.

TEAM REPORTS: Please get all team reports to Patricia Hill (newsletter editor) regularly so that she can include this in the newsletter. BMRs please get in touch with your coaches regularly to report important information back for the newsletter. Robyn Solomon noted that the Daily Dose could be announcing sports information regularly. The importance of coaches reporting team rosters and schedules to the webmaster was stressed. It was asked what happened to the school sports website. Dave Kelley reported that this website was formerly the production of a class offered at Churchill, but has now been absorbed back into the duty of the administration.

ATHLETIC DIRECTOR'S REPORT (Dave Kelley): The question of who is in charge of what can be posted on the scoreboard and the process for doing this was addressed. Dave Kelley expressed that the athletic department does not have the staffing to provide manpower to run the scoreboard. Scott Selman has been trained on the new board is having someone manage it. He has students who upload files and send them to the press box. Nancy Fitzgerald pointed out that for track, they would like to be able to run the clock and post videos and that she is willing to coordinate the training of volunteers for this purpose. Jim Edwards made the point that there is a school policy for what is posted on the scoreboards. Joe Muscarella asked that it be noted that he does not know how to run the scoreboard, but recommended that there be a training session with volunteers and the scoreboard company representative to learn how to upload files. The scoreboard has tremendous capabilities when people are trained on its correct use. Robyn Solomon suggested that the new athletic Director, new Booster President and the new Technology person should all be trained on the scoreboard and know how to use it for the future. The possibility of creating a student club to do this for SSL hours was also discussed.

TREASURER'S REPORT (Chuck O'Carroll): Chuck handed out a current financial data sheet and gave a thorough explanation of the Booster Club's current financial status. He stressed that some of the numbers are off because the Gala is being held two weeks later this year, so those numbers will be different than the numbers from the same time last year. The membership dollars continue to be more than last year, but the actual number of members is lower. This is due in large part to the number of Platinum members who joined at a higher rate this year.

MEMBERSHIP (Lisa Caplan): Lisa noted that 19 members joined in the past month (5 Silver/2 Gold/12 Friends). Varsity Baseball is at 100% membership! JV Baseball has 15/18 members. Lisa distributed membership numbers to the BMRs of all teams for which she had received rosters. Lisa also noted that many of the membership incentive gifts have not been picked up and need to be distributed by BMRs to team members. Some rosters were given to Lisa tonight and will be inputted in the next week. Donna Duvall mentioned that there are still Platinum members who have not received their season passes.

GALA (Roya Youseffiani and Jim Schleckser): A sign up sheet was passed around for volunteers the night of the Gala. To date, 56 tickets have been sold; shooting for 150. We need to fill the room. Please ask teams, friends, etc. to attend. Coaches and a guest will be free. Joe Muscarella suggested sending a list of who is coming, with the idea that friends see friends on the list and are more likely to attend. Baskets need to be delivered by Friday, April 12 or Saturday, April 13 by noon. The auction is still in need of donations-restaurants, large items above \$500 for the live auction, etc. More money is gotten from bids from these large donations. Parking spaces will be sold online if not sold that night, The deadline for auction items to appear in the gala brochure is April 18.

ADVERTISING (Joe Muscarella and Allyson Bergman): Joe reported that advertising sales are up 25%. He has a three level idea that he wants to be able to do through the Booster website. These would be for various levels of advertising: Varsity (about \$2000): Virtual ad/Scoreboard ad/banner and website ads JV (about \$1,000): Web ad and stadium banner Freshman (\$500): Website ad. Allyson reported that Girls' and Boys' Lacrosse had each gotten new advertisers and had earned money for their teams. KOA banners will go up on the baseball field for the game tomorrow.

DRIVE FOR YOU SCHOOL (Robyn Solomon): Robyn reported that she has been working with Lindsay Ford to work out the test drive fundraiser that we have been talking about at previous meetings. She set up the date of May 8 during the all county track meet, and that the bus loop would be roped off for this event. There was great concern expressed by Dave Kelley and Board members regarding this date due to the number of attendees, the amount of parking needed for the track meet and the safety of the students. Robyn explained that she was trying to coordinate it with an existing event to draw in the most people. It was agreed that an alternate date needed to be scheduled, as May 8 was not feasible given all of the concerns. Robyn will look into an alternate date. Possibly the SGA Carnival? As an aside, Robyn mentioned that she needed team pictures for the gala slideshow.

VILLAGE YOGA PARTNERSHIP (Helene Glick): Helene said that they were not able to get enough registrants for the original Village Yoga class for Churchill student-athletes. It was suggested by Mary Ellen Mengucci that we need to get the word out there to teams to register. Jim Edwards suggested that we get coaches on board to have teams register for the summer. It was agreed that the 5:00-6:00 pm will be a better time than 3:30. Helene will continue to try to get this program going.

AD SEARCH (Jim Edwards and Dave Kelley): The search for a new athletic director is underway and there will be 2 candidates interviewed on Friday, April 12. May possibly know by that afternoon who the new AD is. The interview team consists of: Gary Genter (Assistant AD), Dr. Benz, Duke Beatty (MCPS Athletics), Bill Leonard (Booster Club), Robyn Solomon (PTSA), and 2 students.

Meeting adjourned at 8:25 pm.

Minutes respectfully submitted,
Kit Lunceford
WCHS Booster Club Secretary