

## **WCHS Booster Club Meeting Minutes**

**Tues Sept 10, 2013**

IN ATTENDANCE: Larry Tanenbaum, Scott Levenson, Joe Muscarella, Scott Rivinius (AD WCHS), Fran Gloger, Elizabeth Howes, Susan Garg, Steve Nash, Elaine Arndt, Liz Votaw, Tom Howes, Karen Lipson, Draga Dubick, Ariane Promisel, Paula Goldsmith, Erin Conely, Ari Storch, Jon Thibodeau, Patricia Hill, Kelly Lavery, Nancy Fitzgerald, Alyson Bergman, Mary Elen Mengucci

INTRODUCTION - Larry called the meeting to order at 7:05pm. He shared his ideas of promoting the Churchill brand to the local fans in the area, middle schools, etc. . He said that this should be a primary goal for the Booster Club and asked the group to brainstorm on how to do that., Our school is in a neighborhood not off of a highway. It is a school that everyone in the neighborhood should adopt as its own. Everyone can be involved in Churchill. We want more of the local area merchants supporting our teams this year. He announced that future meetings will most likely be on Wednesdays with more to come on future dates.

AD UPDATE: Scott R provided an update on the possibility of having an artificial turf field installed at Churchill. We are last on the list of schools the county intends to install turf on. If we were to wait it would be 15 years. Wootton and WJ found a way to get turf installed on their own. They found an outside sports organization to pay 80-90% of costs in exchange for the organization having use of the field at times that don't conflict with school programs. An artificial turf field would save on maintenance and , would be available for practices (current field is not) which would benefit the teams. .

We first need to get approval from the County to install the field on our own and then begin raising money.. Bethesda Lacrosse is interested in contributing the vast majority of the cost involved in installing the field but their commitment is not set in stone. The County will most likely solicit bids from others who may be interested. We cannot start to raise money for the project until we get county approval. Joe Muscarella added that we probably need to get approval from the County Council and then the County Department of Education. The issue will be debated heavily. Right now we are at the earliest stage.

FUNDRAISING - Larry said the Booster need additional fundraising events other than the Gala. He also suggested that we try to have the Gala earlier in the year because at the end of the year seniors and their families may no longer have the same incentive to commit money to the school. Timing of the event is important. Suggestions were made to have it in January of February. No concrete decision was made. Larry also said that the Boosters needed someone to volunteer to be chairperson of the Gala Committee. No one stepped forward at the meeting.

Tuckerman /Gainsborough Sign . Larry said that he wanted the electric sign on Tuckerman Lane and Gainsborough Road to be used to advertise and promote CHS athletic events. This is consistent with the sign's purpose, which is to notify the community about what CHS events they can participate in. Larry said he had spoken with Dr. Benz and she agreed that the sign should promote CHS athletics and was receptive to having the Booster Club work with the school to develop the sign's content. Larry asked for anyone interested in helping with the sign to contact him.

## COMMITTEES

Membership Committee – Wendy Wilson , Jim Edwards, and Marlo Sims are heading up the membership committee. Jim was unable to attend this evening's meeting so Joe Muscarella provided an update on membership numbers based on information Jim had given him. It was noted that we still need to distribute gifts to new members and plan to do so at the first football game. Larry asked for volunteers to assist in helping to do this.

Concessions Committee – Fran Gloger is head of this Committee. She said that in the past each team had their athletes' parents work the both. But Fran said we needed volunteers from all teams to help work the concession stands – not just the game parents. Joe M suggested that we could have a second location, perhaps near the scoreboard, that features a limited menu, like soft drinks and hot dogs. Maybe do that for the Wootton and homecoming games. Last year, the Boosters made 21,000 in profit, most from concessions with the most money coming from football. Fran also noted that she intends to speak with Annie's pretzels, which has indicated they would like to sell food at our games.

Advertising/Spirit Wear – Allyson Bergman chairs this committee. She explained that spirit wear is sold during lunch at the school store and clothing may also be purchased online. She said that during the first two weeks of school, the school store did \$4000 worth of business with parent volunteers serving as staff. She also said that the store sells football tickets on Fridays. Spirit wear will also be available for sale during football games, and Larry urged Booster members who are at the games to stop by the Spirit wear stand and offer to provide Allyson with whatever help she needs.

Team Reps responsibility - Larry said that Team Reps' responsibilities include promoting Booster Club membership to team parents, ensuring that individual team Websites are up to date, including pictures of the current team.. Providing e summaries of the team's games to Patricia for the newsletter, and sending pictures in jpeg format to Patricia with caption info. The reps should also make sure that either they or someone from the team reports scores of the team games to County Sports Zone. Larry explained that County Sports Zone is a website devoted to reporting scores and other news about Montgomery County sports teams.

Team Clinics - Draga Dubick mentioned that she had been receiving push back from elementary schools when she tries to distributed flyers about CHS clinics. She asked if the Boosters could work to establish better communications with the schools. Larry suggested that she and he talk later about how to make this happen.

Treasurer's Report – Scott Levinson, Booster Club Treasurer, distributed to the attendees income statement from last year showing that the Boosters had raised \$ 167,000 but spent\$ 230,000. Much of the expense was due to the scoreboard, which cost 66k. Larry noted that the Booster Club was able to cover the shortfall through a reserve amount that carried over from the previous year. Scott said that for team fundraiser the Booster club will match 50% of what a team raised up to \$500. As of August 31, the Boosters Club had \$133,000 in cash but owed two payments on field maintenance \$10,000.

Athletic Director Report: Scott Rivinius , spoke about new policies that are in effect today and the focus on the financial relationship between the Booster Club and the Athletic Department

In summary he said that :

- WCHS is under high scrutiny by the County because of certain events in the past;
- Lisa Wellek is the new school Business Manager. Scott works directly with her
- Policies that have not previously been enforced, but will be enforced now included here are some of our new policies:
  - 1) Athletes will pay for gear that they keep. (Spirit Wear, warm-ups, socks, etc.) Boosters and Athletic department don't pay for that) Scott, however, must approve any purchases. Any purchase that the teams require that Scott cannot fit into his budget will be something he will go to Boosters for. Booster will cut the check; Scott will make the purchase from approved vendors.
  - 2) Bank accounts –No team can have its own bank account. Money teams raise must to the Boosters, which will have a separate account in the team's name. Fundraisers have to be pre-approved by Scott
  - 3) If a coach wants something, he/she must ask Scott first. Scott will then go to the Booster club for any assistance he needs on purchases he approve.

Scott Levenson suggested that Scott R provide a 3 year budget so the Booster Club can budget its own funds accordingly..

- 4) The Athletic department's money comes from 1) county allotment 2) student parking fees, (3) two \$20,000 checks from BCC, which primarily goes to field maintenance.

- 5) County pays for very little,; the school pays for almost everything except for the tennis courts and track . Field maintenance, uniforms, equipment, transportation is paid for by the Athletic department and the Booster Club. Purchases – a new wrestling mat, a new soccer goal, new grass for the fields, uniforms for some teams
- 6) Looking to the future – a new sound system for the stadium (paid for by the Boosters) will be installed, scoreboard repairs will be needed, a new practice wall will be installed. We have a new trainer whose salary is paid by the country. The trainer is preparing a list of what she needs. We are splitting her time with another school, she will have set hours. Schedule is changing based on what's going on.

Allyson said that this year stadium advertising is being offered for \$1000 or \$1250. She said that we have done a good job in selling the advertisement and that team incentives are in place for new sponsors.

The meeting ended with a with discussion on how and who would be distributing the member gifts at the first game this Thursday. Larry reiterated that Booster Club members at the game should stop by the Booster tables to help.

Meeting adjourned at 8:35pm.

Minutes respectfully submitted,

Marlo Sims