

WCHS BOOSTER CLUB GENERAL MEMBERSHIP MEETING MINUTES

Wed., Feb. 7, 2024 – 7:00 PM (Room 156A in the Cafeteria)

Attendees: Bridget Calhoun, Marcy Kreindler, Cheryl Sheer, Aby Filomeno, Ashleigh O'Brien, Hayley Flack, Jake Lynn, Jesse Smith, David Chen, Chris Bugel

- I. Welcome and President's Update – Bridget Calhoun
 - a. 12/06/23 General Membership Meeting Minutes were unanimously approved

- II. Athletic Department Update – Jesse Smith
 - a. Winter Playoffs and Team Records Update
 - i. V Boys Basketball still has a chance to host first round
 - ii. V Girls Basketball unlikely to host first round
 - iii. Indoor track - new records
 - iv. Wrestling - two undefeated wrestlers
 - v. Swim & Dive Regionals - Boys took 1st place & Girls took 6th place
 - vi. Bocce - Won counties; going to States
 - b. Mulch sale now accepting orders on Booster Club website
 - i. Orders must be placed by March 15
 - ii. Deliveries will be made March 22 & 23
 - iii. Mulch sale signs will be posted in key locations around the cluster by a student earning SSL hours
 - c. Spring Schedules available on the Athletics website and posters being printed

- III. Financial Report – Ashleigh O'Brien
 - a. Membership revenue down 10% as of Jan. 31
 - b. Concessions up 40% as of Jan. 31
 - c. School store sales up 26%, still paying off inventory

- IV. Winter Community Nights Update – Bridget Calhoun reported
 - a. Two community nights held in January: Girls Basketball & Wrestling

- b. Varsity Boys Basketball Senior Night & Community Night will be held on 2/20 with House to Home Solutions sponsoring the evening.
- c. Varsity Girls Basketball Senior Night will be held on 2/16

V. Bulldog Bash Report – Bridget Calhoun, David Chen & Aby Philomo reported

- a. Ticket Sales launched on the website
- b. Banner on Booster website/link on website for tickets
- c. Ticket price for a single is \$100 (down from \$125 last year)
- d. Coach ticket donations - do not need to specify a team/coach as these sales simply offset the costs of the head coaches who are invited to attend for free
- e. Assistant Coaches and Guests of Head Coaches are not free so parents may buy a ticket for these individuals and give them the ticket
- f. Sponsorship Opportunities on Website - 3 levels with the Platinum level at \$500
 - i. The Beanbag has signed on as a Platinum sponsor
- g. No Auction this year but there will be a wheel spin for smaller donations of gift cards, etc.

VI. 2024-25 Board Recruitment Brainstorming

- a. Webmaster (currently David Chen)
 - i. Someone raised the idea of having a student take this on.
 - ii. David described the reporting function requiring Excel skills
 - iii. David described the website updating such as adding new pages and items like the Bulldog Bash and Mulch sale
- b. Advertising/Sponsors Chair (currently Hayley Flack)
 - i. Someone suggested asking Lisa Friedman to transition to this role as she has been successful in recruiting several new sponsors this year.
 - ii. Late summer/early fall is the busiest time for this position, and then things slow down considerable
 - iii. Great group of sponsors now so it will involve more renewals and fewer new cold reach outs.
 - iv. We have developed email templates and marketing materials that just need updating so as not starting from scratch.

- v. Have a good relationship with Allegra for printing banners and window decals so sizing and specs are settled.
- c. Concessions Chair (currently Jake Lynn)
 - i. Jake will be around to advise and give help but wants to just do grilling at the football games.
 - ii. Could benefit from a committee of chairs to spread out the workload and take into account different availability.
- d. Names of individuals identified to ask about becoming more involved: Noelle Larson (has a current sophomore on football); Laura Foose (has a current sophomore on girls soccer); Geeta DeSilva (reached out to Bridget in the past and has a current freshman on golf); Mika Shimoji (has a current sophomore on baseball and worked in concessions); Chris and Kristen Bugel (have a current freshman on football and wrestling and Chris attended the Feb. meeting)

VII. Updates from Other Committees

- a. Communications – Cheryl Sheer & David Chen
 - i. 2/19 newsletter content due 2/16 - send position descriptions for open Board positions to Cheryl!
 - ii. Newsletter open rate is 60% and 1380 subscribers
- b. Membership Update – Aby Philomeno
 - i. Membership stagnant since beginning of winter season
 - ii. Aby sent emails to winter coaches to try to encourage more memberships by winter athletes
- c. Advertising/Sponsors – Hayley Flack
 - i. Need to follow up on some unpaid sponsorships otherwise removing Cheryl Leahy Homes and Storyblocks.com for Spring season
- d. Concessions – Jake Lynn
 - i. Due to lower game attendance this year, concessions are also down

VIII. Team Booster Rep Updates

IX. Adjournment @ 8:28pm