

**WCHS Booster Club Meeting Minutes**  
**Wednesday, November 9, 2016, 7 pm – Room 114**

**In attendance:** Brian Arnold, Sharon Crane, Katie DeTitta, Sheryl Einhorn, Kathleen Ervin, Marie Estes, Daniel Freeman, Scott Greenspan, Debra Jacobs, Leslie Janis, Ellen Lescht, Judy Leventhal, Andrew O’Lone, Julie Raab, Jesse Smith, Sandy Smyth

**Call to Order:** Leslie 7:04

**Approval of Minutes from October 5 meeting:** Minutes prepared by Katie DeTitta for Sharon. Debra made a Motion, Andrew seconded. Approved unanimously.

**Treasurer’s Report:** Scott has been going through all of our line items and reconciling; everything (deposits, etc.) is now going to go through Scott; Scott is simplifying and trying to be more efficient; asks – if you take in money – all deposits should go through Scott; any expenses should also be going through Scott and he will make payments; Scott will be preparing monthly reports to be distributed at meetings; format of report will be modified and discussed by the Booster Board ([Sgreenspan1@gmail.com](mailto:Sgreenspan1@gmail.com)); Sandy Max and Sandy Smyth noted that is important for the Board to have some kind of information on the Booster finances so we can review, make sure there are no issues, and understand how much all of the teams have in their accounts; Sandy Max asked that we get some target figures with advance notice of what is our target for fundraising; Judy asked the procedure for deposits on team fundraisers; Leslie indicated that we would not be doing a lot of spending until we really understand what we need to be raising and what needs to be spent; we have not gotten bills for spending such as field maintenance; Leslie indicated that we have about \$100K in our accounts but we are being conservative.

**School store:** Leslie told us Ali has stepped down; store is currently running itself; Scott is reconciling finances and we are not doing any additional orders; we are going to do a sell-off and then close for a month or so and then re-open with new merchandise; Jesse is redoing the logo – to get the same Bulldog on all the teams’ merchandise; Debra Jacobs asked about Concessions and how finances will be reported; Scott will prepare a summary of how much was made and on what; it would be great if it could be broken down by team; we are also looking for a co-chair for running the school store.

**AD report:** Jesse – Jesse is in Phase 3 of re-branding; next batch will be in next week; will not be rolled out until sometime in the spring; there will be an event where the new logo is brought out; there will not be any new uniforms this year; they will be using the “Winston” Churchill more – so WCHS will be used rather than CHS; we discussed Winter Sports night which will be on Monday 11/21; need volunteers to help with membership sign-up; need volunteers to sell school store apparel; squares have been down because everything was going into the same account; Leslie asked reps to let team know; Jesse showed an example of a banner with Division and Conference – for every single team; there will also be banners for individual athletes; Churchillathletics.com has been created so coaches can upload articles, etc. – will also go through Twitter; there will also be links to Booster website; getting signing information posted (e.g., Coco – AirForce; Whatley – Rutgers); there will be a link from the main Churchill page; League Lineup can be deleted; Churchill Athletics will get money back from the website after

they get 20K hits; Debra asked if Huddle could be linked to the new site; there will also be a place for parents to get information; rosters and schedules will also be posted; Leslie wondered how to link Boosters with the new site.

**Gala:** It will be February 11. Leslie reported on the meeting held on November 3. Leslie would like everyone on the Board to help; an email will go out and each team will be responsible for 2 items for donation; Leslie would like each team to take out an ad for the program; money raised will go to new banners for county and regional championships; 2 people are going to meet with Jesse to come up with some ideas; need lots of items for Silent Auction (Lee Altobella asked to be in charge for Silent Auction); Sharon will chair communications; Sheryl indicated that Feb 11 is swim metros – so we may try to reschedule for February 4 (Superbowl weekend); Bar Louie is available and Leslie is waiting for the contract; next year we will do something different; Debra and Katie suggested asking for specific sponsors to pay for coaches' tickets.

**Vote on AD request for money for softball field:** Jesse asked for fixing and maintaining field - \$4400; after June there will be a contract with BCC baseball and soccer to maintain the fields (drainage, etc.); Kathleen indicated that her daughter has played on the field and it is in terrible shape; Debra moved to approve; Andrew seconded; unanimously approved; Brian indicated that we should get more specifics on the BCC contract; Leslie asked that Brian put some specific items in an email; Leslie indicated there are piles of debris – Scott indicated Building Services should be taking care of that; Leslie wanted to see if we could get some herbicide spray to clean things up.

**Newsletter:** Softball and baseball (parents and students) did 2 weekends of work (Andrew and Brian) to get the dugouts cleaned and painted (Lacrosse wants to do the same); Leslie asked that Andrew send a blurb and pictures to Katie; Leslie also asked other fall reps to get info and pictures; Ellen asked if Katie had gotten poms pictures; Poms Dec. 20 are having a California Tortilla fundraiser – Daniel will be uploading the flyer.

**Concessions:** They did a great job in the fall; there will be a co-chair from winter sports to help Debra; going to get a hot dog spinner; Julie Raab (Concessions) and Julie Beiser (girls basketball) will coordinate.

**Adjourn:** 7:58 pm

Respectfully submitted,  
Sharon Crane, Secretary