

**WCHS Booster Club Meeting Minutes**  
**Thursday, February 20, 2014**  
**7pm – Room 117**

**In attendance:** Ari Storch, Mary Ellen Mengucci, Elaine Arndt, Scott Rivinius, Larry Tanenbaum, Jim Edwards, Joe Muscarella, Chris Nazarian, Sugam Garg, Paula Goldsmith, Wendy Wilson, Allyson Bergman, John Kwant, Scott Levenson, Ariane Promisel, Draga Dubick, Karen Lipson, Nancy Fitzgerald, Yolanda Faerber, Staci Weltman, Lisa Caplan

**Call to order:** 7:04pm by Larry Tanenbaum, President.

**Approval of Minutes:** No previous minutes.

**Board Member Election:** The motion was made and seconded to elect Allyson Bergman Vice President on the Boosters Board. The motion passed unanimously.

**Fundraiser Night at the Races Update:** Larry Tanenbaum

The fundraiser is on schedule for May 3 at Bolger Center Pony Express. Three avenues for fundraising are in progress:

- 1) Horse sales to teams – Staci Weltman  
Staci obtained the team reps for missing teams at this meeting; she has already contacted the ones she had previously. Approximately \$2400 sold, if all goes as planned total will be about \$5400. Last year's baskets went for \$3700 per last year's chair Roya Hakimzadeh, so this will be an acceptable substitute for that portion of revenue.  
Boys Lax – 6, girls lax – 5, field hockey – 6, poms – 2.5, ice hockey – 5, soccer – 8, softball – 6, wrestling cross country, track and several other sports in progress.
- 2) Ads/Race Sponsorships – Jim Edwards  
Larry's explanatory letter, sample race program and order form are on the Boosters website.
- 3) Ticket sales – At minimum, Mary Ellen will have invitations at Spring Sports Night, it may be possible to sell tickets there. Save the date notices have gone out and the advertising rollout plan is in place. Mary Ellen will place the link for online ticket purchase in place.

**ACTION ITEMS for fundraising:**

**Jim Edwards and Joe Muscarella** will create an email describing all methods of participating monetarily for the convenience of the team reps.

**Allyson** is tracking the ads – call her before committing special ad spaces.

**Draga** will update Advertising tracking Google Doc to allow read only access for non-committee, non-Board members and will also provide a weekly update of ads to the Board to prevent duplicating efforts.

**Draga, Ari and Elaine** will track donations for the raffles such as gift certificates, gift cards, hard goods.

**Ari and Kelly Storch** will create the program from the content provided by race sponsor and advertising contacts, list of horses from Staci, and print it. The full page ad for the Race Sponsor will be across from the race in the program.

Pony Express site report: Paula Goldsmith

Paula has negotiated a 250 person admission to the site for a four hour event period. The menu will be light fare substantial enough for dinner as well as premium liquor. Desserts are not included, so she is seeking grocery store gift cards as well as cupcake company donations. Any home made desserts must be cookies or cupcakes only. \$75 admission will include open bar for 3 hours, starter play money, special raffle tickets for non-race raffle items.

Raffle report: Karen Lipson

The special raffle that is covered in the free raffle tickets will go on throughout the evening. Raffle items are already being accumulated. Larry has obtained vacation houses and several more items.

Operations report: John Kwant

The initial play money supplied with the tickets will be enough to cover an opening bet. The concept is for players to buy more play money to place more bets. Play money earned can be cashed in for raffle tickets or used to place more bets.

**Treasurer's Report:** Scott Levenson

**The Booster Club Profit & Loss Statement and Balance Sheet** dated 2/10/14 were presented for review. Scott noted that \$81,938.31 income, \$67,460.26 expenses were reported for a net income for the period from July 1, 2013 to Jan 31, 2014 was \$14,478.55. The Balance Sheet shows \$74,827.15 in checking once team accounts and contingent liabilities adjustments were made.

A clarification was made that Boosters will match team fundraising by half up to \$500. For example, if a team raised \$1,000, Boosters would match with another \$500. If a team raised \$2,000, the match would still remain at \$500.

The procedure for obtaining these funds was clarified by Scott Rivinius that all requests go to him. This is to 1) allow him to obtain funding if possible through the county school account first, 2) to audit requests for acceptability within school/county guidelines. All coaches will be advised of this at the coaches' meeting for the spring season.

Emphasis was made that the school/county funding is not enough to cover the existing overhead in the Athletic Department and that Boosters support is vital in making up this difference.

There was acknowledgement that communication of Boosters' purpose and procedures needs to be clarified to the general community.

**Teams' Future Booster Participation** - Discussion

Mary Ellen suggested a VP of Membership. She added that team reps should be identified before the start of school so that recruitment and membership can hit the ground running at the start of school.

Joe suggested a modification to the bylaws to indicate minimum parent rep and team Booster participation requirements in order to obtain Booster funds. Concerns were expressed about use of percentages, about revenue vs. nonrevenue generating teams and about small vs. large teams.

The Boosters benefit to the wider community, not just large-revenue teams, was discussed – repaired gym floor and support for needs of athletic department to free up funds for all athletics at school

ACTION ITEM: Draga will prepare a 2 minute talking points pitch for the Spring Sports Night for Booster reps to cover.

**Athletic Director Report:** Scott Rivinius

- He issued a reminder that no alcohol is permitted at team banquets. Please get the word out to team reps.
- The paperwork for team sports required by the county keeps increasing. Please contact him if there are any questions.
- For the coaches meeting on 2/25, Scott needs the following: 1) Race Night information/invitations to hand out; 2) Clarification was given that coaches will get a free ticket, but spouses are not included. Teams may sponsor a coach's spouse. 3) Approval to spend \$100 for snacks for coaches meeting. The motion was made, seconded and approved unanimously.
- Basketball Senior Night is on 2/25. There will be a charity night for the American Cancer Society with the teams wearing pink warm-ups. Raffles of gift cards will be conducted. Girls play at 5:15 and Boys play at 7pm.
- Spring Sports Night is on March 10. Meeting starts in the main gym at 7pm, followed by breakout sessions in the math hallway classrooms.
- Dr. Benz is offering 3 parking spaces for the Night at the Races Fundraiser raffle as well as 10 reserved spaces for Back to School Night
- The Gameday bill for covering of the fields came in at \$4,100. This is in line with past bills. The motion was made, seconded and unanimously approved for funding of this payment.
- A slightly used, good condition tractor has been located for \$1,600. Scott displayed photos of the tractor. This is for the baseball and softball field maintenance. New tractors cost in the range of \$4,000. The motion was made, seconded and unanimously approved for funding \$1,600 for the used tractor.
- The broken Lightning Detection System was discussed. Scott noted that the fix would cost \$2,100, which is covered by insurance, but subject to a \$1,000 deductible. An annual service contract is available for about \$750. WCHS is the only school in the county with this system, purchased by the Boosters 8 years ago. Anecdotal observations indicated that the system is accurate and does sound in cases of potential lightning strikes. Ari

Storch had offered to ask a local golf club lightning detection maintenance crew to reposition the system if that is necessary. By consensus, the request was tabled while Ari makes contact.

- A request was made to Jim Edwards to make arrangements for the fundraising physicals at school for athletics. Although Jim is unable to chair the fundraiser, he responded that it needs to happen in early June before school is dismissed, and would cover all year.

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**Concessions:** Chris Nazarian

Chris has covered the concessions stand since late in the fall. Scott has concession stand money to hand over to him.

**Turf Field Report:** Larry Tanenbaum

MCPS has requested a meeting with the funding principals – Boosters, Potomac Soccer and Bethesda LAX on February 27 at 9:30am. No indication on the purpose of the meeting. The bidding out of the construction of the turf field is being handled by MCPS. The separate fundraising process will start only after approval by the MCPS Board of Education.

A question was raised about folding in the track repair/replacement as a practical matter. Boosters reps will continue to advocate with the MCPS representative for that possibility. Track repair/replacement is conducted by MCPS and can cost in the range of \$400,000.

**Apparel:** Allyson Bergman

Apparel sales will be conducted at the Spring Sports Night.

**Membership Report:** Jim Edwards

We are still behind last year, but Jim hopes teams make a push for spring sports. The Platinum level has worked out well, with some families buying 3 Platinum memberships.

The updated list of Platinum members is on the website.

**Community Night:** Elaine Arndt

Thanks were expressed for the successful Jan. 10 Basketball Community Night. Specifically, thanks to Allyson, Larry, Scott, Sheila Coleman, Liz Votaw, Mary Ellen, and Soph Class sponsor Jennifer Oristian. The Sophomore Class did a great job that night with welcome posters for the schools and the photo booth backdrop as well as assisting in the games and greeting.

Plans for a separate Boys LAX and Girls LAX Spring community night are in the planning stage. Elaine is working with Scott Rivinius on dates and giveaways.

Adjourned: 9:05 by Larry Tanenbaum

Respectfully submitted,

Elaine Arndt

(Acting for Marlo Sims, Secretary)