

## **Wilde Lake High School Boosters Meeting**

President:	Todd Pittman	Treasurer:	Anne Santos
Vice President:	Triiip Bowen	Secretary:	Jon Wilson
Members at Large:	<i>Leadership Area</i>		
	Amy Churilla	Communications, Spirit Wear	
	Melanie Facchiano	Casino Night!	
	Tracy Hollida	Concessions	
	Felicia Hulit	Corporate Sponsorships	
	Jenn McQueeney	Spirit Wear	
	Kevin Minney	Concessions	
	Crissy Simpson	Membership	

Board Meeting: June 3, 2020 Via ZOOM due to COVID19 - Began 7:05 pm

Attendees:

Board: Bowen, Churilla, Facchiano, Hollida, Hulit, Minney Pittman, Santos, Wilson

Administration: Kareem Penn

Members: Nancy Williams

**Minutes:** The minutes from May 6 were approved.

**Treasurer's Report:** Anne reported that even with the loss of revenues this spring from no concessions and no Greg's Diving School, we may end the year with net positive income. As of the end of May, Boosters had income of \$49K and expenses of \$48K. There are some lagging expenses, but we also expect additional income from the silent auction of Casino Night items.

Todd thanked Anne and everyone for their hard work this year. While the year clearly ended on a down note, Boosters made a great investment in our Wildecats this year. Including the \$17K that was carried over from last year, Boosters will have invested over \$65K at the school for the baseball and softball scoreboards, the weight room refurbishment, as well as uniforms and other annual support for the athletic program and competitive clubs.

**AAM Report:** Penn reported that he and his fellow AAMs are working with the school system to make plans for the fall sports season. Multiple options are being considered, but there were no definitive plans to announce.

- The baseball and softball scoreboards have been installed. The firm has agreed to modify some panels on the softball scoreboard.
- Funds are available to order the weight room equipment. Penn said the school can take deliveries, but the installation process is uncertain. As of the first week of June, the building remains closed and any access to the building was up the system's risk manager.

**2020/2021 Board Elections:** Jon reported that under the Bylaws, the annual member election of the Board for the coming school year would normally be heard in June. However, because of pandemic, the officers of the Board recommended that the elections be postponed until July. By doing so, the elections would not conflict with the special on-line Casino Night auction and might allow for an in-person meeting of members. The Board concurred with this decision.

Jon announced that one Board slot remained open for next year: we still need a membership chair. After the role of the position was described, Nancy Williams volunteered to serve in this capacity. All officers agreed to serve in the same positions next year. Jon said he would prepare the ballot in advance of the July meeting.

Jon also reported that members would vote on the annual dues in July. Todd proposed to keep the dues and the contribution recommendations the same in 2020/21. The Board agreed.

**Concessions:** While there is still much uncertainty about the fall sports season and who/how many spectators will be allowed, the concessions committee have begun to make plans. Kevin, Tracy, and Anne discussed the challenges of operating the concession stand under social distancing requirements for both workers and those making purchases. Amy wondered if selling pre-packaged boxes (hot dog, chips, drink) at the stand or in the stadium would be safer.

**Casino Night:** Following the last Board meeting, the Casino Night committee organized a virtual silent auction of gift baskets, etc. The auction was live this week. Half-way through the auction, aggregate bids were already up to \$2,500. The committee also announced to Casino Night ticket buyers that they had the option of getting a refund or donating the ticket cost to the Boosters. The overwhelming majority of tickets buyers elected to contribute to the Boosters.

**Thank You:** Todd wished Felicia and Crissy thanks and gratitude for their contributions this year. He said that traditionally, the Board would take them out to Union Jack's to celebrate, but that was not possible this year. Felicia said serving on the Board was a wonderful experience and she would be glad to help as a volunteer for the Boosters in the future.

Meeting adjourned: 8:10 pm.

Next meeting: July 8, 2020 – Location TBD

## **Wilde Lake High School Boosters Meeting**

President:	Todd Pittman	Treasurer:	Anne Santos
Vice President:	Triiip Bowen	Secretary:	Jon Wilson
Members at Large:	<i>Leadership Area</i>		
	Amy Churilla	Communications, Spirit Wear	
	Melanie Facchiano	Casino Night!	
	Tracy Hollida	Concessions	
	Felicia Hulit	Corporate Sponsorships	
	Jenn McQueeney	Spirit Wear	
	Kevin Minney	Concessions	
	Crissy Simpson	Membership	

Board Meeting: May 6, 2020 Via ZOOM due to COVID19 - Began 7:05 pm

Attendees:

Board: Bowen, Churilla, Facchiano, Hollida, Hulit, McQueeney, Minney Pittman, Santos, Wilson

Administration: Kareem Penn

Members: Mike Julian

**Minutes:** The minutes from April 1 were approved.

**AAM Report:** Penn reported that now that the decision has been made for students to stay at home for the remainder of the school year:

- Spring athletics will not resume
- The schools will be developing a plan for equipment/uniform returns.
- The school is planning a senior slide show/virtual senior day for each team.
- There will be a virtual graduation with awards for unsung hero and scholar athletes.

The baseball/softball scoreboards will be installed in May.

The fall sports schedules are complete and equipment has been ordered. At this time, the state has not finalized a plan for school re-opening in the fall or for fall athletics.

**Casino Night:** Melanie is still reviewing options for Casino Night. Some schools have held virtual silent auctions this spring. Other options include a summer or fall event.

Some members liked the idea of having an event to look forward to. The plans are all in place and tickets have already been purchased. There is of course uncertainty when a mass gathering could be responsibly held. And if the event had to be delayed until the fall, Melanie suggested that it would be unlikely that a spring fundraising event could also be organized. That would put a dent in 2020-21 fundraising.

The Board recommended that Melanie organize a spring virtual auction. There could also be outreach to ticket holders about whether they want a refund or would like to donate their ticket price to Boosters. The Board also discussed the option of holding a simpler outdoor event with food and drink in the fall for ticket holders.

**Board Recruitment:** Jon said that we are a little behind in Board recruitment. Mike Julian has agreed to be nominated to join the Board and serve as the chair of corporate sponsorships. A membership chair has not been identified. The Board agree to try to find a person interested in membership and proceed with the Board election in June.

**Budget:** Todd and Anne reported that they are not proposing any final 2019/20 budget adjustments. Given the uncertainty about how the continuing economic disruption will impact corporate donors and Greg's and whether concessions will be the same in the fall, we should plan on a conservative budget for 2020/21.

**Records Board:** Triip thanked everyone for their assistance with the records boards. While there are still many records to unearth, we have enough to begin populating the boards.

**Spirit Wear/School Spirit:** Amy proposed preparing a banner and t-shirts honoring the spring athletes. The Board supported her investigating options.

Meeting adjourned: 8:40 pm.

Next meeting: June 3, 2020 – Via ZOOM

## **Wilde Lake High School Boosters Meeting**

President:	Todd Pittman	Treasurer:	Anne Santos
Vice President:	Triip Bowen	Secretary:	Jon Wilson
Members at Large:	<i>Leadership Area</i>		
	Amy Churilla	Communications, Spirit Wear	
	Melanie Facchiano	Casino Night!	
	Tracy Hollida	Concessions	
	Felicia Hulit	Corporate Sponsorships	
	Jenn McQueeney	Spirit Wear	
	Kevin Minney	Concessions	
	Crissy Simpson	Membership	

Board Meeting: April 1, 2020 Via ZOOM due to COVID19 - Began 7:05 pm

Attendees:

Board: Bowen, Churilla, Facchiano, Hollida, Hulit, McQueeney Pittman, Santos, Wilson

Administration: Kareem Penn

**Minutes:** The minutes from March 3 were approved.

**AAM Report:** Penn reported that no final decisions have been made about the spring sports season. If school returns on April 27, a couple of weeks of games could be played in May.

- It was unclear whether winter sports banquets that had not be held would be made up.
- The school system prohibits access to all school grounds. Even though the baseball/softball scoreboards are available, they cannot be installed.

**President's Report:** At this time, Todd and Anne are not recommending any changes to the budget. There will likely be some budget revenue items that will fall short (spring concessions including Special Olympics; Greg's Driving School). There may also be savings if banquets are cancelled. Whenever the school reopens, Todd recommended making all capital improvements already approved.

**Casino Night:** Melanie said plans for Casino Night are on hold until we know when the ban on large gatherings will be lifted. She suggested three options are under consideration:

- Reschedule for the summer
- Reschedule for the fall
- Cancel the in-person 2020 event but hold a virtual auction.

Melanie will check the auction baskets to make sure nothing is perishable or has an expiration date. At this time, no one has requested a refund.

**Records Board:** Triip reported some success getting team records, especially softball.

**Other Items:** Amy reported that Spirit Wear sales did very well in March

The Board discussed a request to reimburse a coach for the cost for special equipment for a spring sports player. The Board agreed that Penn should have been involved, but based on extenuating circumstances, they Board approved the request in this case.

The Board will need to convene the Nominating Committee as there will be two open Board positions for next year. Jon with discuss with Amy.

Meeting adjourned: 8:20 pm.

Next meeting: May 6, 2020 – Location to be determined

## **Wilde Lake High School Boosters Meeting**

President:	Todd Pittman	Treasurer:	Anne Santos
Vice President:	Triiip Bowen	Secretary:	Jon Wilson
Members at Large:	<i>Leadership Area</i>		
	Amy Churilla	Communications, Spirit Wear	
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	Jenn McQueeney	Spirit Wear	
	Kevin Minney	Concessions	
	Crissy Simpson	Membership	

Board Meeting: March 3, 2020 Wilde Lake Student Services Center - Began 7:05 pm

Attendees:

Board: Churilla, Facchiano, Hollida, McQueeney Pittman, Simpson, Wilson

Members: Greta Richard

**Minutes:** The minutes from February 5 were approved.

**AAM Report:** Because Penn was attending the Boys Basketball playoff game, Todd gave Penn's report:

- Baseball/Softball scoreboards are expected to be installed next week
- Penn is meeting with the groundskeeper this week about the brickwork around the stadium monument
- The expectation is that the school system will construct a new stadium ticket booth with rest rooms sometime this year (before the fall sports season); a new concession stand is not part of that plan.
- Once the winter sports season ends, Boosters should plan to order a banner celebrating teams that were at least regional finalists and individuals who made states.
- The plans for the weight room renovation are on track. Penn is working on a painting plan this week. Tracy and volunteers at her work will be picking up three weight sets from Arundel Christian Academy tomorrow.

**Records Board:** On behalf of Triiip, Todd asked for volunteers to help track down school sports records so the new records board can be populated.

**Casino Night:** Melanie led the discussion for the remainder of the meeting reviewing all of the details to have a successful Casino Night on March 13. The event is on track to sell out.

Meeting adjourned: 9 pm.

Next meeting: April 1, 2020 – 7 pm Wilde Lake Student Services Office

## **Wilde Lake High School Boosters Meeting**

President:	Todd Pittman	Treasurer:	Anne Santos
Vice President:	Triiip Bowen	Secretary:	Jon Wilson
Members at Large:	<i>Leadership Area</i>		
	Amy Churilla	Communications, Spirit Wear	
	Melanie Facchiano	Casino Night!	
	Tracy Hollida	Concessions	
	Felicia Hulit	Corporate Sponsorships	
	Jenn McQueeney	Spirit Wear	
	Kevin Minney	Concessions	
	Crissy Simpson	Membership	

Board Meeting: February 5, 2020 Wilde Lake Student Services Center - Began 7:15 pm

Attendees:

Board: Churilla, Hollida, Hulit, Minney, Pittman, Santos, Simpson, Wilson

Administration: Kareem Penn, AAM

**Minutes:** The minutes from January 8 were approved.

**President's Report and Treasurer's Report:** Todd proposed that the focus of the meeting be on discussion of possible budget revisions to address a large surplus of net income this year. Committee reports will be referred for this month's meeting.

Todd and Anne reported that we are over halfway through the year and we are well ahead of net income projections for the year. Revenues are up about \$5K led by the following line items that have generated more income than expected: Memberships/Donations (~\$2K); Spirit wear (~\$1.5K); Corporate Sponsorships (~\$1K); and Greg's Driving (~\$0.5K). Meanwhile, expenses are expected to be \$6.5K lower than budgeted based on projected savings from: Capital improvements (stadium ticket booth delayed) (~\$2K); Coach development (~\$2K); Club support (~\$1.5K); and Sports banquets (~\$1K). Therefore, we are currently projected to end the year with about \$11.5K more in net income than budgeted.

Todd said that the "reserve fund" is fully funded, so he proposed to identify needs to invest in this year. After discussion, the Board agreed that the greatest immediate need is to refurbish and re-equip the weight room. Other needs include a TV in the lobby to be used for schedule announcements, and helping grounds keeping restore the monument patio by the stadium.

The Board voted unanimously to authorize the expenditure of up to:

- \$10K for the weight room;
- \$ 1K for the lobby TV and senior night "kits"
- \$ 1K for the monument patio area restoration

The Board agreed that if the maximum amount is needed for each item AND extra net income comes in as projected, then the reserve fund will be tapped to cover the difference.

The Board also agreed to work with Penn and the administration to see if the weight room upgrades could be implemented over spring break. A number of ideas were proposed about how it might be possible to access donated equipment and labor to leverage the Boosters' funding.

**AAM Report:** Penn reported that the school will be piloting being a local community center on certain Saturdays this spring. It will include a food pantry and other services for the community. The weight room could be part of this center.

On March 6, the school will hold a pep rally during school hours. At that time, the state championship banner for the boys soccer team will be unveiled in the gym.

The Board should plan to post a front lawn banner for winter sports achievements similar to the one posted for fall sports. So far, three indoor track-and-field athletes have made States.

### **New Business**

*Nominating Committee:* Jon noted that under the provisions of the By-laws, the Board should form a nominating committee in March to identify new candidates for the 2020-21 Board. However, he also noted that no Board members have a child who is a senior so it is possible that all members are interested in re-election. Jon asked that members consider their interests and let Jon or Todd know if they are *not* interested in serving as an elected Board member next year. If there will be openings, the nominating committee will be formed after Casino Night.

Meeting adjourned: 9 pm. Penn gave a tour of the weight room to the Board.

Next meeting: March 3, 2020 (special night) – 7 pm Wilde Lake Student Services Office

## **Wilde Lake High School Boosters Meeting**

President:	Todd Pittman	Treasurer:	Anne Santos
Vice President:	Triiip Bowen	Secretary:	Jon Wilson
Members at Large:	<i>Leadership Area</i>		
	Amy Churilla	Communications, Spirit Wear	
	Melanie Facchiano	Casino Night!	
	Tracy Hollida	Concessions	
	Felicia Hulit	Corporate Sponsorships	
	Jenn McQueeney	Spirit Wear	
	Kevin Minney	Concessions	
	Crissy Simpson	Membership	

Board Meeting: January 8, 2020 Wilde Lake Student Services Center - Began 7:35 pm

Attendees:

Board: Bowen, Churilla, Hulit, Minney, Pittman, Santos, Wilson

Members: Mike Jullian

Administration: Kareem Penn, AAM

**Minutes:** The minutes from December 4 were approved.

**President's Report:** Todd met with our insurance broker and reviewed the Boosters' insurance policy. The policy has been updated to meet our current needs. On the advice of the broker, the Board approved a motion to add directors' and officers' liability insurance.

**Concessions:** Kevin reported that concession supplies are well stocked. He plans to review our shoppers' club memberships and determine which membership(s) to renew. Volunteers have been a little light for some events. One issue which might challenge volunteers is the format of Sign-Up Genius – you need to scroll through all games from the beginning of the season to get to upcoming games. There was no consensus whether this is good or bad – it could be a barrier or it could show that friends have been signing up for earlier games and “now it's your turn.” The Board agreed that if Tracy and Kevin recommend upgrading to the paid version of Sign-Up Genius for better functionality, the Board approves that investment.

**Team Liaisons:** All winter teams have liaisons and things appear to be going well. Amy reported that all fall banquets were held successfully. There is always room for improvement but Penn agrees that individual team events work much better than one seasonal event for all teams.

**Sponsorships:** Felicia reported that one sponsor had not submitted their check. Todd will investigate. No further sponsors will be recruited until the summer (for 2020-21). The sponsorship target was exceeded this year.

**Memberships:** Crissy reported to Todd that memberships have reached 112; the best year on record. Amy will share a reminder over social media to join.

**Casino Night:** Melanie reported to Amy that the casino night subcommittee has been active and everything is on-track for the March 13 event. Melanie and Dionne have been soliciting donations and team baskets, while other Board members and volunteers have been assigned responsibilities for entertainment, food/drinks, decorations, and tickets. Amy will verify with Melanie that the casino games vendor has been secured.

**Spirit Wear:** Amy reported that December was an excellent month for spirit wear sales, once again supporting the decision to go to a 24/7 on-line vendor. Amy anticipates netting about \$750 in December alone.

**Special Activities:** Triip reported that he is working with coaches to help populate the new Wilde Lake sports record boards. Triip will also schedule a meeting with Todd, Anne, and Penn to develop a plan for a more coordinated summer sports camp program at Wilde Lake this summer. (In Penn's AAM report, he stated that now that no construction activities are planned at Wilde Lake this summer, summer school will be returning to the school. This could have an impact on the availability of some facilities including the gym. This will need to be considered during planning.)

**AAM Report:**

- The school facilities department is on track to approve all paperwork in January to allow for the installation of the baseball and softball scoreboards.
- The boys soccer championship banner will be raised at the boys basketball game v Mt Hebron in February.
- The baseball, softball, and girls lacrosse teams are scheduled to get new uniforms this spring.
- The selection of new Hall of Fame inductees is in process.
- Penn thanked Boosters and Mike for the new backdrop for media events. It will be used at the next college signing day on February 5.

**Treasurers Report:** Anne reported that revenues continue to be at or ahead of projections for all revenue centers. The decision to have summer school return to Wilde Lake does add a complication to Greg's summer sessions, but Penn reported that he is committed to reserving a classroom for Greg's so this important revenue generator for Boosters is not adversely affected.

Meeting adjourned: 8:45 pm.

Next meeting: February 5, 2020 – 7 pm Wilde Lake Student Services Office

## **Wilde Lake High School Boosters Meeting**

President:	Todd Pittman	Treasurer:	Anne Santos
Vice President:	Triiip Bowen	Secretary:	Jon Wilson
Members at Large:	<i>Leadership Area</i>		
	Amy Churilla	Communications, Spirit Wear	
	Melanie Facchiano	Casino Night!	
	Tracy Hollida	Concessions	
	Felicia Hulit	Corporate Sponsorships	
	Jenn McQueeney	Spirit Wear	
	Kevin Minney	Concessions	
	Crissy Simpson	Membership	

Board Meeting: December 4, 2019 Wilde Lake Student Services Center - Began 7:05 pm

### **Attendees:**

Board: Bowen, Churilla, Hollida, McQueeney, Minney, Pittman, Santos, Pittman, Wilson

Members: Dionne Lynch Brown, Mike Jullian

Administration: Kareem Penn, AAM

**Minutes:** The minutes from November 6 were approved.

**Sponsorships:** The Board had a robust discussion about whether sponsors may designate a team or program to receive the benefits of their contribution. A potential sponsor had raised the question. The Board concluded that two options would be acceptable. A contributor could either make a donation directly to the school for a team, which would go into a team account maintained by the WLHS Accountant, Pat Crowe, or a contribution could be made to Boosters which could then be transferred to the team account. Penn explained the history and purpose of these team accounts. The Boosters do not plan to include the option to make designated contributions in its sponsorship marketing materials, but will consider requests case-by-case. In a related question, the Boosters agreed it would inform a coach if a potential sponsor wants to offer an in-kind service like court time.

### **AAM Report:**

- With the principal's support, the installation of the baseball/softball scoreboards were approved by the school system.
- Banners for the state champion and state finalist soccer teams have been ordered.
- Penn is working on populating the record boards that were purchased last year. Triiip offered to help gather records. Penn will also add names to the scholar-athlete boards; 240 fall athletes earned 3.0 or higher GPAs in the first quarter. Girls soccer had the highest average GPA of all fall sports teams.

- Penn explained that winter track and field had a large turn-out, but he was able to provide uniforms for all participants. Participants will not have to buy their own uniforms.

**Treasurers Report:** Anne reported that revenues are at or ahead of projections for all revenue centers. Concessions had higher expenses than last year, but they are well stocked for the winter concession season.

**Concessions:** Tracy and Kevin said that the sign-up pages for winter concessions are up. They will connect with team liaisons to help with recruiting volunteers.

**Spiritwear:** There were \$1,000 sales on Rokkitwear in November. The decision to go to year-round on-line sales is working out well. Amy plans to have an on-site sales event at the first boys basketball game.

Amy asked for assistance on some of the priorities she has on her list:

- Jenn will help with spirit gifts for admin
- Tracy will help acquire car magnets for sales
- Mike will acquire a backdrop for college signing days, etc.
- Todd will acquire a banner celebrating the fall sports successes and home & visitor signs for the gym.

Meeting adjourned: 9:15 pm.

Next meeting: January 8, 2020 – 7 pm Wilde Lake Student Services Office

## Wilde Lake High School Boosters Meeting

President:	Todd Pittman	Treasurer:	Anne Santos
Vice President:	Triiip Bowen	Secretary:	Jon Wilson
Members at Large:	<i>Leadership Area</i>		
	Amy Churilla	Communications, Spirit Wear	
	Melanie Facchiano	Casino Night!	
	Tracy Hollida	Concessions	
	Felicia Hulit	Corporate Sponsorships	
	Jenn McQueeney	Spirit Wear	
	Kevin Minney	Concessions	
	Crissy Simpson	Membership	

Board Meeting: November 6, 2019 Union Jack's - Began 7:15 pm

Attendees:

Board: Churilla, Hollida, McQueeney, Minney, Pittman, Simpson, Pittman, Wilson

Members: Dionne Lynch Brown, Mike Jullian

**Minutes:** The minutes from October 2 were approved.

**AAM Report:** Kareem Penn was unavailable. Todd shared a brief report from Penn:

- Penn is pushing to get the baseball/softball scoreboards installed before the ground freezes. The county requires the installer to provide a quote before they can sign off on the project.
- At this point revenues are coming in better than expected (including an additional corporate sponsor). Todd is discussing other capital projects with Penn if there is a surplus.
- Principal Leonard approached Todd about the Boosters supporting a fan bus to the soccer playoffs. Todd suggested that with only two school days before the state semi-finals, it seemed unlikely the logistics could be resolved in time, but if either the soccer teams makes the finals, he would coordinate with Penn to see if a fan bus could be arranged.

**Treasurer's Report/Concessions:** Todd provided the treasurer's report for Anne. All revenue streams are on-track or are performing better than expected. In particular, Todd recognized concessions as having an excellent season. The Board agreed that Kevin had approval to purchase a membership at an alternate big box grocer. At Amy's request, Kevin and Tracy said they'd be open to selling lanyards and magnets at the concessions stands. Amy said there is a demand for these items from students. Jon suggested that in the spring, Boosters/concessions

might explore the option of coordinating with a food truck for baseball/softball games. Mike knows a local vendor who might be interested.

### **Other Committee Reports:**

*Team Liaisons* – Amy reported that she has been working with the team liaisons on fall sports banquets. Amy will be providing signs to recognize that Boosters helps sponsor the banquets.

*Memberships* – Crissy said that the number of 2019-20 memberships is approaching 110. This exceeds all known records. She will be setting up a table at the winter sports parent orientation (11/19) to continue to grow the number of members.

*Casino Night* – Amy provided the report for Melanie. Kahler Hall has been secured for March 13. Melanie has had one planning meeting and plans to have another meeting of volunteers in December. Melanie also suggested distributing a save-the-date notice to begin to build excitement for the event.

*Spirit Wear* – Amy plans to have in-person spirit wear sales at the winter sports parent orientation. She also reported that Rokkitwear just shared \$700 in profits with Boosters for on-line sales. Spirit wear appears to be running above budget expectations for revenues. Amy will also be promoting holiday sales promotions on social media.

*Sports Camps:* Todd reported that Triiip will be evaluating possible improvements to summer sports camp administration over the winter. (Triiip arrived after the business portion of the meeting adjourned.)

*Social Media:* Amy reported that Thankful Thursdays is going well. She is also discussing with Penn a possible process to acknowledge student athletes of the month.

**Old Business:** None

**New Business:** Amy requested approval to expend funds on non-disposable tablecloths for events. Todd supported the request noting that it could fit within the banquet budget. The proposal was approved by consensus.

Meeting adjourned: 8:15 pm.

Next meeting: December 4, 2019 – 7 pm Wilde Lake Student Services Office

## **Wilde Lake High School Boosters Meeting**

President:	Todd Pittman	Treasurer:	Anne Santos
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Members at Large:	<i>Leadership Area</i>		
	Amy Churilla	Communications, Spirit Wear	
	Melanie Facchiano	Casino Night!	
	Tracy Hollida	Concessions	
	Felicia Hulit	Corporate Sponsorships	
	Jenn McQueeney	Spirit Wear	
	Kevin Minney	Concessions	
	Crissy Simpson	Membership	

Board Meeting: October 2, 2019 Wilde Lake High School - Began 7:10 pm

### **Attendees:**

Board: Bowen, Churilla, Hollida, McQueeney, Minney, Pittman, Santos, Simpson, Pittman, Wilson

Admin: Kareem Penn, AAM.

**Minutes:** The minutes from September 4 were approved.

**AAM Report:** Penn thanked everyone for a successful homecoming.

Penn received approval from the county to install the new sound system in the stadium. When complete, the scoreboard speakers can be used for announcements, while the press box speakers can be used for music/the anthem. Some parts are on order, but a temporary system is available in case the installation cannot be completed by this Friday's football game. Wilde Lake plays River Hill this weekend and expects a crowd.

**Treasurer's Report:** Anne reported no concerns; the finances are going well.

### **Committee Reports:**

*Concessions* – Tracy reported some challenges with opening the stands. She has prepared summary directions for volunteers to use when operating the stands. (The current operating manual is quite long and must likely goes unread.) Anne suggested adding a sheet for shoppers.

*Team Liaisons* – Amy said that one fall team is still without a team liaison. Penn will speak with the coach. Otherwise, the team liaison system is going well. The next big event that team liaisons will need to plan for is the season ending team banquets. Amy will work with the liaisons to make sur they understand what Boosters will offer in support.

*Corporate Sponsorships* – Todd reported that the corporate sponsorship program reached \$9,750 in donations this year and support from all village center. During the meeting, the Board received a donation that pushed the total to \$10,000 for the year. With that donation, the program is complete for the year; fundraising efforts will now turn the Casino Night as well as the membership program.

*Social Media:* Amy reported that she will be starting a Thank You Thursdays series on all platforms.

*Memberships* – Crissy said that we have reached 101 memberships(!). This exceeds our successful year last year. As of the meeting, \$8,700 had been raised in fees and donations. Crissy will speak with Anne about whether our current on-line donation system allows for efficient generation of tax letters; currently she is creating them manually. There was a discussion about whether outreach directed to individual teams about the benefits they receive could help the membership drive. The Board advised that informing parents of the benefits offered to teams could be productive, but creating competitions or saying that other teams are more supportive could be counterproductive.

*Casino Night* – Penn said that the open nights for Casino Night are March 13 or 20. Todd will let Melanie know to contact Kahler Hall to check on their availability. She will be preparing letters seeking business donations shortly. She will also be holding a volunteer meeting for those interested in helping with the event.

*Spirit Wear* – Rokkittwear sales have been excellent in July-September. Although the profit margin on on-line sales is lower than direct sales, it creates fewer problems with product management. Furthermore, online sales is getting more Wilde Lake apparel out in the community which is good for positive branding.

**Old Business:** Penn awarded funds to two clubs: Speech and Debate and It's Academic. This supports registrations for these competitive clubs.

**New Business:** No new business

Meeting adjourned: 8:40 pm.

Next meeting: November 6, 2019 – 7 pm [update: location moved to Union Jacks]

## **Wilde Lake High School Boosters Meeting**

President:	Todd Pittman	Treasurer:	Anne Santos
Vice President:	Triiip Bowen	Secretary:	Jon Wilson
Members at Large:	<i>Leadership Area</i>		
	Amy Churilla	Communications, Spirit Wear	
	Melanie Facchiano	Casino Night!	
	Tracy Hollida	Concessions	
	Felicia Hulit	Corporate Sponsorships	
	Jenn McQueeney	Spirit Wear	
	Kevin Minney	Concessions	
	Crissy Simpson	Membership	

Board Meeting: September 4, 2019 Wilde Lake High School - Began 7:10 pm

Attendees:

Board: Bowen, Churilla, Hollida, Minney, Pittman, Santos, Simpson, Pittman, Wilson

Admin: Kareem Penn, AAM.

Members: Dione Brown, Ellen Eylanbekov, Pamela Foster, Mike Julian, Greta Richard, Denise Trip

**Minutes:** The minutes from August 14 were approved.

**Introductions:** Everyone present introduced themselves. The September meeting serves as the semi-annual membership meeting. During this meeting, all members are invited to vote on the annual budget.

**Budget:** Todd summarized the proposed 2019-20 budget. He also reported that corporate sponsorships were more successful than expected so he proposed to increase revenues and expenses by \$1,500. After discussion, the Board agreed to amend the budget proposal by adding \$500 to a new line item for personal equipment support to be administered by Penn and \$1,000 (to a total of \$2,500) for competitive club support. The latter line item will be used to support entry fees for clubs such as Speech and Debate, Robotics, and It's Academic.

The budget was unanimously approved.

**AAM Report:**

- Homecoming will be September 21. The dance has been moved to Friday night because of a conflict on the 21<sup>st</sup> with a popular non-school related concert. The parade and game will be on the 21<sup>st</sup>. Penn also has vintage uniforms that Boosters could sell at the game.

- The school will be combining the Distinguished Alumni Hall of Fame and the Athletic Hall of Fame. The plan is to select a basketball game this winter for an induction ceremony.
- This year, Wilde Lake HS is promoting four hashtags on social media: #LakePride ; #RiseUpWLHS ; #FeeltheRoar ; and #TheGreatLake
- The school system installed a temporary sound system (a speaker by the press box) while the order to install the permanent system works its way through the queue. The request to install the scoreboards (or allow an outside vendor to do the work) is also in the queue.

## **Committee Reports:**

*Communications/Team Liaison* – Amy asked that Board members feed her content for the Booster’s social media accounts. She is using an app that allows her to post simultaneously to Twitter, Facebook, and Instagram. All but one fall sports team has a team liaison and Amy is working to identify a liaison for that sport. Amy’s goal is to work with every liaison to make sure each team ends the season with a team banquet.

*Concessions* – Kevin reported that Friday was the first football game of the year and things went well. Tracy said that SignUpGenius has been set up to allow volunteers to sign up for all concessions opportunities this fall. She also reported that if anyone cannot use the program, she can take emails or even paper registrations for volunteer slots. The program should not be a barrier for volunteering.

*Corporate Sponsorships* – Todd reported that \$9,500 in corporate sponsorships have been secured and another \$500 contribution is possible. Todd shared that one of the donors had their business disrupted by the major gas explosion that was in the news. Tracy said that the donor was given the opportunity to get their sponsorship back, but the donor wanted Boosters to keep the funds. Tracy suggested there might be volunteer opportunities where the school could assist the donor as they relocate.

*Memberships* – Crissy said that 43 memberships have been received to date. She anticipates that Back-to-School-Night (BTSN) will be a great opportunity to increase those numbers.

*Casino Night* – Todd noted that Felicia has ended the corporate sponsorship drive, so Melanie will be beginning to do outreach soon for Casino Night. He encouraged all members to volunteer for Casino Night subcommittees.

*Spirit Wear* – Amy said that we sold about \$2,600 in product at Freshman Orientation. She looks forward to good sales at BTSN. The online store has been doing well. Golf and volleyball used it for team sales. Some teams still use other sources for team apparel/fund raising but with time, Amy hopes to move more teams to Rockkittwear.com.

**Sports Camps:** Triip will be exploring options to improve coordination of summer sports camps. He has been looking other HoCo high school models. One goal is to create a streamlined system which will make it easier on both the organizers/coaches and participants.

**Old Business:** Following up on prior conversations about how we communicate the Boosters role in supporting team, Jon asked about some teams using the Online School Payment system for fund raising. Penn said that all teams have the discretion to fund raise for team extras for players (e.g., personal team jackets). He emphasizes with coaches that core team needs (uniforms and equipment) are to be supplied using school or Booster funds; all parents need to see value in joining and donating to Boosters.

**New Business:** Mike said that he would be happy to help with other fund raising options if the Boosters have interest. One idea is to sell Yeti tumblers with Wilde Lake logos. Todd said that this could be explored, but the issue of storage would need to be resolved. Another is to cut a deal with a food truck for game sales. Kevin said we wouldn't want to undercut stadium concession sales, but sales at baseball/softball games could be considered if it makes sense given attendance.

Meeting adjourned: 8:30 pm.

Next meeting: October 2, 2019 – 7 pm WLHS Student Services (Guidance) Area

## **Wilde Lake High School Boosters Meeting**

President:	Todd Pittman	Treasurer:	Anne Santos
Vice President:	Triiip Bowen	Secretary:	Jon Wilson
Members at Large:	<i>Leadership Area</i>		
	Amy Churilla	Team Liaison, Spirit Wear	
	Melanie Facchiano	Casino Night!	
	Tracy Hollida	Concessions	
	Felicia Hulit	Corporate Sponsorships	
	Jenn McQueeney	Spirit Wear	
	Kevin Minney	Concessions	
	Crissy Simpson	Membership	

Board Meeting: August 14, 2019 Wilde Lake High School - Began 7:05 pm

Attendees:

Board: Churilla, Facchiano, Hollida, Hulit, McQueeney, Minney, Santos, Simpson, Pittman, Wilson Admin: Kareem Penn, AAM.

**Minutes:** The minutes from July 10 were approved with one amendment.

*AAM Report:*

- Kareem reported that he learned hcps must manage the electrical work for the baseball/softball scoreboards. If less than \$1,000, the county will pay for it; if more, then the Boosters will need to pay. Similarly, hcps must manage the electrical for the stadium sound system (speakers) repairs. Because of budget cuts, both projects may be delayed. Kareem has been making the case that speakers at the stadium are a safety issue that deserves priority action.
- Jon reported that the ticket booth would be an Eagle Scout eligible project, but because of project requirements, it could be a six-month process. Kareem will write up the plan and share it. The county has to approve the siting of any structure on school grounds, so the county could delay construction even if we go with a private vendor.

*Budget Report:* Todd presented the proposed budget for 2019-20. Membership will vote on it at the September meeting. Highlights:

Total Revenues are budgeted at \$48,000

Total Expenses are balanced, with the primary expenses being:

- Uniforms \$19,000
- Facility Upgrades \$12,000
- Awards/Banquets \$ 8,000
- Coach Development \$ 3,000

In response to a question, Kareem said the coach development paid by the Boosters would be on top of general coaching support (e.g., improving communications) that Kareem will provide out of the school athletic budget.

*Concessions:* Kevin is stocking concessions to be ready for the fall. Tracy has been getting SignUpGenius set-up for volunteers. The sign-ups will remain broken out by sport, but Tracy plans to encourage cross-sport volunteerism.

*Communications/Team Liaison* – Amy has been active on social media, encouraging membership and general school support. RE: team liaisons, Amy will be setting up a list of liaisons once fall tryouts are complete. She will also be posting sign-up sheets at back-to-sports night to get contacts for as many parents as possible.

*Corporate Sponsorships* – Felicia has secured donations worth \$7,500 with two more expected, for a total of \$8,500. The Board agreed to comp the (pro bono) football photographer with a free banner.

*Memberships* – The first 8 memberships for Boosters have come in. Crissy hopes to increase this number at the back-to-sports night. The Board agreed to drop faculty/staff memberships – few have joined in the past and we don't want to compete with PTSA. Crissy will explore creating a Spanish version of the membership form.

*Casino Night* – Melanie would like to get started a little earlier this year. After school starts and the corporate sponsorship campaign is over, Melanie plans to begin distributing donation letters.

*Spirit Wear* – Amy purchased a small stock of spirit wear as promotional items to display at back-to-sports night; freshman orientation, and back-to-school night. She'll take orders and also promote the use of the on-line store.

Meeting adjourned: 8:42 pm.

Next meeting: September 4, 2019 – 7 pm WLHS Guidance Area

## **Wilde Lake High School Boosters Meeting**

President:	Todd Pittman	Treasurer:	Anne Santos
Vice President:	Triiip Bowen	Secretary:	Jon Wilson
Members at Large:	<i>Leadership Area</i>		
	Amy Churilla	Team Liaison, Spirit Wear	
	Melanie Facchiano	Casino Night!	
	Tracy Hollida	Concessions	
	Felicia Hulit	Corporate Sponsorships	
	Jenn McQueeney	Spirit Wear	
	Kevin Minney	Concessions	
	Crissy Simpson	Membership	

Board Meeting: July 10, 2019 Wilde Lake High School - Began 7:05 pm

Attendees:

Board: Bowen, Churilla, Hollida, Hulit, McQueeney, Minney, Pittman, Wilson

Admin: Kareem Penn, AAM.

**Minutes:** The minutes from June 5 were approved.

*President's Report:* Todd gave an overview of the Boosters for the benefit of old and new Board members: Why Boosters is important, and how it works. He offered three main points

- Howard County Public School System only partially supports sports and activities; without Boosters the high school experience at all schools not be as positive
- Wilde Lake is not an especially well-endowed community but WLHS Boosters does well compared to its Columbia peers
- The key to success is to do the basic things well – concessions, casino night, spirit wear, memberships/donations, plus Greg's. Don't spread ourselves too thin and have fun!

*AAM Report:*

- Kareem reported that the Baseball/Softball scoreboards have been selected and are ready to be ordered. They will be held until a plan is in place to install them.
- Marcy Leonard, the new principal, is a former WLHS coach. She is supportive of the program.
- Kareem offered a recommendation for how Boosters can best support clubs/non-sports activities at WLHS:
  - There are over 100 clubs at WLHS. An annual allocation of \$1,500 is not going to go far. One way to fairly distribute these resources while making meaningful contributions is to narrow the pool of eligible clubs.

- In line with Boosters current focus on sports, Boosters should focus on supporting competitive clubs such as speech and debate, math team, robotics, It's Academic, and Model UN. Wildecats students annually get invited or win the opportunity to go to regional and national competitions but entry fees and travel can be a barrier to participation. Support from Boosters could open up more opportunities.
- Kareem would make recommendations for support based on achievement and need.
- Kareem will continue to promote the rebranding of athletics at WLHS this summer by cleaning and reorganizing trophy cases and other areas of the athletics facilities. If you will be around, please volunteer.

*Team Liaison* – Amy is taking on a special assignment this year to strengthen the team parent liaison program. She and Kareem will be inviting coaches to Board meetings so they can better understand the role of Boosters; also how coaches/team liaisons can work together for success.

*Corporate Sponsorships* – Felicia reported that the corporate sponsorship program is going well. \$4,500 has been raised so far. Felicia asked for suggestions of any other possible supporters from Board members. She will be making a final push to get sponsors to buy stadium banners before the fall sports season. Board members can reach out directly if they know people/companies who might be interested.

Kareem plans to prepare a Book of Athletes for each sports season. The book will have the rosters, pictures, and schedules of each sports team. The books will be funded by direct purchases, but at some point, there might be an opportunity to sell ads. Corporate sponsors might get free or reduced price ad space.

*Budget* – Todd and Anne will work with Kareem to prepare the Boosters budget for 2019-20. It will be brought up for a vote of the full membership of the Boosters at the September meeting. Triip asked whether certain expense line items could be pre-approved to allow Kareem to meet critical needs. Triip proposed that the Board authorize the funds necessary (\$8,700) to complete the purchase of the scoreboards, pay for installation, and to replace the stadium sound system. The Board unanimously agreed.

The Board also discussed the college scholarship that the Boosters has awarded annually. Recently, very few students have applied for the scholarships and some Board members questioned whether they are the best use of our limited resources. The Board agreed to remove the scholarship line item from the 2019-2020 proposed budget.

*Concessions* – Kevin will be cleaning out the concessions stand in late August (24<sup>th</sup>). Any help would be appreciated.

Meeting adjourned: 8:52 pm.

Next meeting: August 14, 2019 – 7 pm WLHS Teacher’s Lounge