

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: 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]