

Hinsdale Central Booster Board Meeting Minutes

January 6, 2021

Kim Anderson called the meeting to order at 7:03 pm Adjourned: 8:16 pm

Minutes: Lee Gillman as Secretary

ScoreBoard Proposal meeting: **Monday, January 11th at 5 pm to review ScoreBoard info Zoom info will come from Kim**

Next monthly meeting: **February 3, 2021, at 7 pm via Zoom**

Attendees Present:

Kim Anderson, Julie Boruff, Sally Phillip, Lisa Lundgren, Stephanie Geier, Bruce Carlson, Suzanne Austin, Dan Jones, Jana Boomer, Courtney Willman, Ed McCarthy, Michelle Fischer

Secretary - Lee Gillman

Julie made a motion to approve December 2020 minutes, Suzanne seconded the motion. Minutes approved.

Treasurer - Julie Boruff

Discussion: See attached report. Minimal activity this month, \$4,000 in spirit wear sales, and \$319 donation from a 2019 FB fundraiser. 50 NFHS memberships purchased for Membership Committee to use as Member gifts. The Pohlenz Family donated \$500 in response to year-end tax write-off donation requests. P&L's current cash balance is \$72,368. Unrestricted cash is \$37,293. Julie asked Dan to check mail for any updates from the Secretary of State.

Action: Kim will send a thank you and tax letter to the Pohlenz family.

Athletic Director - Dan Jones

Discussion: IHSA meeting will be next Wednesday. Looking at Tier 2 mid January.

Two years ago Dan mentioned the idea of installing video boards (outdoor and indoor) at an estimated total cost of \$250K - \$300K to replace the aging scoreboards. The video boards can handle electronic ads which could be a great source of ongoing revenue for Boosters. Due to Covid and the referendum renovations, this idea didn't progress as planned. Dan has applied for this project in his budget and has been working to determine how to continue because his budget doesn't cover the project. Need \$150,000 for outdoor video board and unknown (Dan guesses \$75K - \$100K) for the indoor video board.

The project could be done by having Boosters raise the money in a capital campaign OR by partnering with a company like PowerAd. PowerAd would front money (AFTER they sell enough ads) to cover the cost of the video board(s). They work with national companies selling ads on a three-year contract. PowerAd receives 50% of all ad revenues until their investment is paid back. Unsure what percentage they get for the rest of the ten-year contract. We discussed changing the size and location of scoreboards and video boards. Dan needs input from Boosters by the end of the week for the D86 finance committee on January 22nd. This entire project could be put on hold, but there are many issues with the current scoreboard and it would be nice to tie in the project with all of the referendum work being done at Dickinson field. Boosters already cut a check last year for \$9,000 to cover electrical/relocation costs for the video board before turf went in. We also tentatively reserved another \$33,000 for the future video board(s). This was done with the understanding that Boosters would be paid back the \$42,000 from the future ad revenue stream before other clubs, etc. could use it to raise money.

Courtney mentioned that some consideration should be given to football program sponsors. They currently bring in about \$20,000 toward the football club budget. We also need to support our local businesses rather than move to national advertisers. Kim asked if there were any parents from the initial capital campaign meeting that might be able to assist with the fundraising if Boosters wanted to partner with PowerAd. Dan said many of those parents have moved on. Kim requested more information from the December 2020 PowerAd meeting from Dan. Does Boosters want to do a capital campaign for \$150,000? If PowerAd doesn't need to loan Boosters the money, they could simply sell and monitor the ads for Boosters down the road. Dan estimated they would take around 20% of ad revenue to do this, but said it's all negotiable. Boosters could let D86 enter into an agreement with PowerAd, but then D86 would get money from ad revenue stream after the initial investment is paid back. If D86 does the deal with PowerAd then Boosters \$9,000 paid would be converted into a donation to D86.

Action: Dan will get info from PowerAd, as well as a video of the December meeting to Kim. Kim will write up the various options of how this could play out and email that information to the Booster Board for review asap. We will meet again on Monday, January 11th at 5 pm to discuss and vote on how to proceed with PowerAd.

Activities Director - Sally Phillip

Discussion: Clubs are up and running, many virtually but some are having in-person meetings. Planning for musicals and freshman play has started. Virtual Activity Fair will be done in the second semester for clubs. Committee of Seniors will plan alternative small Prom, on-campus. Collecting ideas

for Graduation. All will be determined based on guidelines for gatherings, current restrictions lend to drive through. Daily announcements continue to include clubs and activities announcements and zoom links.

Action: none

Committee Reports

Communications - Tania Kuropas (romantania@hotmail.com)

Discussion: none

Action: none

Concessions: Bruce Carlsen, Sam LoPresti, and Ed McCarthy

Discussion: No report

Action: none

Fundraising - Kim Anderson & Open spot

Discussion:

- 1) Covid/2020 sweatshirt design - The "limited edition" sweatshirts will sell for \$45 and total profit will be approximately \$22 per sweatshirt. Profit \$1,157, \$550 will go to Rei Hemmer for donations to her designated clubs (NHS and Girls Golf). We originally ordered 50, but only a few left, so will order a second run of 50. Rei Hemmer donation based on first run only. Eddie said King Keyser (KK) offered to buy approximately 15 to just keep on hand and sell at the same price. They will commit to buy a set number and pay us in advance. Eddie will work out a deal with KK.
 - 2) Will sell HCHS Garden Flags - Don Lindsey, Charity Flags; the sale price is \$40 and Boosters will receive \$10 from each flag sold. All orders are online with payment going to the company. Boosters must create a design for the flag. Sales will start run February 1 - March 15.
 - 3) World's Finest Chocolate fundraiser raised \$261 for December holiday sale.
 - 4) March - Graduation Seat/Parking Raffle. Will continue to determine how to move forward with the raffle based on the fact that the Governor's Covid order regarding gatherings will likely not be lifted by May.
- Action:** Membership will purchase more sweatshirts, some will be moved to KK. Kim will write a letter to Rei Hemmer with cc to NHS and Golf sponsors, Julie will cut 1 check to HCHS for NHS and Golf. Move forward with Raffle permit application.

Grants - Kim Anderson and open spot

Discussion: Grants on hold for 2020/2021

Action: none

Membership - Amy Brown, Jana Boomer, and Suzanne Austin

Discussion: NFHS invite for existing Booster members will go out after IHSA meeting.

Membership Promotion will go out school wide with NFHS Access at no additional cost

Action: None

Merchandise - Michelle Fischer and Stephanie Geier

Discussion: Covid/2020 sweatshirt promotion is done and reorder coming soon.

Action: None

Special Projects - Nancy Dugan not present

Discussion: Building & Grounds will repair wind-torn signs.

Action: Dan will get pricing on A-frames from PowerAd, so we may want to convert current sponsors over to that format depending on cost and deal with PowerAd.

Volunteers - Courtney Willman

Discussion: None

Action: none

Webmaster - John Bauschard

Discussion: Replacement for John. New website launch May 2021

Action: Remove old sponsor list from website

Old/New Business

Discussion: Corey Huth - Hall of Fame nominations for 2021

Action:

Next meeting - Monday, January 11th to discuss PowerAd. February meeting will be on

Wednesday, February 3, 2021, at 7 pm via Zoom.

All meetings via Zoom until further notice.

March 3 - 7pm

April 7 - 7pm - Announce & Publicize 2021-2022 Board Slate

May 5 - 7pm - Approve 2021-2022 Board Slate