

Hinsdale Central Booster Board Meeting Minutes

April 7, 2021

Kim Anderson called the meeting to order at 7:02 pm Adjourned: 8:16 pm

Minutes: Lee Gillman as Secretary

Final monthly meeting: Wednesday, May 12, 2021, at 7 pm via Zoom

Attendees Present:

Kim Anderson, Julie Boruff, Sally Phillip, Ed McCarthy, Suzanne Austin, Dan Jones, Nancy Dugan, Tania Kuropas, Nancy Dugan, Rob Tonn, Lee Gillman, Stephanie Gieir, Michelle Fischer

Secretary - Lee Gillman

Suzanne made a motion to approve March 2021 minutes, Ed seconded the motion. Minutes approved.

Treasurer - Julie Boruff

Discussion: See attached report. The current cash balance is \$74,500, unrestricted cash is \$34,700.

Senior yard sign made ~\$2,400 with 100 signs to go. \$1,000 of RESTRICTED cash is a donation from swim families for the bench for Kendall Pickering. Gate fees based on membership will be ~~00~~ \$3,800 (\$25 for each member, total members = 152) for 20/21 school years. Paid for ½ of a proposed website redesign. Cash balance will allow us to spend \$5000 total for 20 Red Devil Excellence Awards, as well as up to \$20,000 in spring grants. Presentation on the new website. Julie took us through the pages and content. Test users will be Rob Tonn and Tania Kuropas. The new tagline is: All Activities, All Athletics. Goal is to launch new website by 8th Grade Parent Coffee May 4th.

Athletic Director - Dan Jones

Discussion: Scoreboard Update - Dan's would like to meet and present to District. This will be a revenue stream for District and Boosters. A meeting will be set up April 15th at 2:30 pm to discuss before the presentation to the District. Barrington School District PowerAd info will be shared with Julie and Rob. Kim reminded everyone that if the District pays for a new video scoreboard that the \$33,000 in reserve could go back into unrestricted cash. New Press Box will have a camera and be hard-wired to alleviate wifi problems.

Action: Dan has a budget meeting with the district at the end of April and the district will decide if they can contribute to the scoreboard capital campaign and what percentage they will need from ad revenue on the new scoreboard if they contribute. Kim will send a Zoom invite.

Activities Director - Sally Phillip

Discussion: Activities update - Graduation is in person, 2 tickets per grad, 7:30 pm on Monday, May 17th with a rain date of May 18th. Practice at 11 am on Tower Field. Awards will be the next day. Scholarships are behind. They will be sent out tomorrow. Grant requests may be presented at the May Board meeting to accommodate needs for summer and early fall. Tuesday, April 27th at Noon will be the group meeting for approval of Red Devil Excellences Awards to seniors. Kim will set up via Zoom. Board voted and approved a \$5000 aggregate limit for the 20 awards. Prom will be May 1st, seniors only, on Dickinson Field Track. Red carpet entrance with a carnival atmosphere. Prom committee working on Raffle Baskets, tickets will be given to each senior. The musical is being filmed this week and will be released to stream this weekend. Clubs and Teams have been running in person at school!

Action: Kim will send Zoom link to meet to discuss Red Devil Excellence Awards.

Committee Reports

Communications - Tania Kuropas

Discussion: Slate needs to be published in a local newspaper according to the Bylaws.

Action: Tania will reach out to find out if there is a charge from Hinsdalean.

Concessions Bruce Carlsen, Sam LoPresti, and Ed McCarthy

Discussion: Ed confirmed that he, Sam, and Bruce will be available in Fall. Requested any and all help with ordering from Julie.

Action: None

Fundraising - Kim Anderson & Open spot

Discussion:

1) HC Garden Flag Sale that ran from Feb 1st - March 1st was a success. \$820 profits. The senior option is being sold now.

2) Senior Yard Signs made \$2400. Will continue to sell for cash on Friday during late pickup.

3) Graduation Catering Fundraiser - Targeting Grill 89 and one additional restaurant.

4) Flower Sale Fundraiser for Prom and Graduation will be arranged with Boug Box - All pickups must be at store due to Covid attendance restrictions. (Lee)

5) Discuss if Brick fundraising: can be done around the stadium. Sally said this is done by the Junior class, Overflow is moving to the new main entrance and then will run down the path to the stadium.

6) Kim will ask Marvie to pursue Raffle for seat sales and parking now that we know graduation will be in person. **Footnote: Central Administration was unable to give Boosters reserved seats to raffle due to Covid pandemic and attendance restrictions, so the senior seat raffle will not be held this year.**

Senior parents surveyed didn't feel as though a raffle for parking only was worth it.

Action: Lee and Kim will work on restaurants and flowers.

Grants - Kim Anderson and open spot

Discussion: Grants were approved for the Prom Committee (\$2,500) and new Peer Leadership training materials. (\$1,000). Sally and Dan will talk to their leaders and coaches to determine if there are other Grant needs for spring 2021. We will not issue the same level of Grants this school year due to the impact Covid has had on our ability to raise money during the 2020/2021 school year. It was estimated that we could approve an additional \$20,000 in spring 2021 Grants and still retain a strong cash position.

Action: Dan and Sally will assess Grant needs and report back to the Board at the April meeting.

Membership - Suzanne Austin, Amy Brown, and Jana Boomer

Discussion: Suzanne has worked with NFHS to offer Live Streaming of home sporting events to existing Booster members as well as to generate new memberships from the winter/spring and summer sports families. A letter to each of these families registered for sports was sent advising them of this new option with a purchased membership. We had 96 new memberships as a result of this NFHS "campaign" and 14 memberships are still available. Total Booster Memberships for this year is 152. Depending on the phase Illinois is in due to COVID and the attendance policies for Fall semester are determined, we will

then decide whether the NFSH membership option will be offered. Due to some technicalities and timing, we may just send people directly to NFHS. Currently make about \$10 on Basic memberships after we pay for NFHS and Athletic Dept Gate Fee. Membership includes state-level games which many like to watch. Discussed membership pricing for 2021/2022. Kim looked into other schools in the conference as well as the North suburbs and many charge higher membership rates than HC. Suzanne felt there was a lot of feedback about the entry-level cost being high, particularly if you have to pay individual fees for your child's sport. In a non Covid year - 425 membership total and then breaks down to about: 200 Basic Level @\$75, 150 Red Level @\$125 and 75 Director Level @ \$250. The group decided to keep membership costs the same as last year.

Action: Suzanne, Julie, and Kim will meet to discuss membership logistics. Need to send Dan a check in April for Gate Fees for the 2020/2021 school year.

Merchandise - Michelle Fischer & Stephanie Geier

Discussion: The 8th grade Parent Coffee will be held virtually on Tuesday, May 4th from 3-4pm and they will host a spirit wear sale from 4:30-6:30pm the same day outside the gym doors. Michelle will place an order for \$2000 to cover all usual Freshman purchases. The 8th Grade Coffee is usually a big sale day, so hoping to recoup some sales this way. King Keyser sold some of the remaining Covid contest sweatshirts. 10 were sold for a total due from King Keiser of 450.

Action: Michelle will get pictures of some spirit wear items to Julie for the new website. Kim will pick up sweatshirts and check from KK. Need 2-3 volunteers to help with the May 4th sale. Julie will add wording to the new website about the shipping fees for online orders. They are high, but outside of our control.

Special Projects - Nancy Dugan

Discussion: Trying to sell Banners. Working with Julie for potential sponsorship with dermatologist.

Action: none

Volunteers - Courtney Willman

Discussion: None

Action: none

Webmaster - John Bauschard

Discussion: John is hoping to retire from the Board, but finding a replacement has been difficult. Julie Boruff has volunteered to work to find a vendor and update the website using WordPress which is a more common platform used by other local nonprofits like PTO and Foundation. It will be easier to get webmaster volunteers since most other PTOs use this kind of site and it would be supported & hosted by a local company. The new site would allow us to pass Paypal fees onto members which will save approximately \$1,500 in a normal membership year. Kim made a motion to spend up to \$4,500 to do new website design. Lee seconded the motion. All present voted in favor. Also discussed the Boosters logo. The group decided to keep the same logo and incorporate HC with a fork as that and the Devil w/in the circle are the two logos HCHS would like to use going forward.

Action: Hire a website designer and complete the project within 4-6 weeks so it is ready for the 8th grade coffee which is typically the first week of May. Remove the old sponsor list from the website and work to recruit a new webmaster when complete.

Old/New Business

Discussion: Current Board members should let Kim know their intentions for next year. We all need to recruit new Board members for the open spots and future growth. The Young Hearts for Life event is set for Thursday, March 24th, 2022. Boosters will need to help find many volunteers. Please save the date on your calendar now to help if you can.

Action: Tania will post slate in Hinsdalean, as well as school newsletter.

Next Meeting:

All Board meetings via Zoom until further notice.

Final Meeting of 2020/2021 School Year is Wednesday, May12th @ 7pm via Zoom

(Revised meeting date)

Will be approving the 2021-2022 Board Slate