

Hinsdale Central Booster Board Meeting Minutes

August 18, 2021

Kim Anderson called the meeting to order at 6:31 pm Adjourned: 8:00 pm

Minutes: Lee Gillman as Secretary audio recorded

**Next monthly meeting: Wednesday, September 1, 2021, at 7:00pm - Faculty Lunchroom
Enter via the front door - Lunchroom across from AD Office & Near fieldhouse entrance.**

Attendees Present:

Kim Anderson, Julie Boruff, Rob Tonn, Sally Phillip, Tania Kuropas, Bruce Carlson, Michelle Fischer, Emily Zeng, Angie Sartori, Chris White, Suzanne Austin, Lee Gillman via audio record

Secretary - Lee Gillman

Bruce Carlson made a motion to approve May 2021 minutes, Michelle Fischer seconded the motion.

Minutes approved.

Treasurer - Julie Boruff

Discussion: See attached report. The current cash balance is \$ 76,000. This is much higher than a normal back to school/fall balance due to: 1) Reserve for digital scoreboard (\$33K) that recently rolled back into available cash as a result of D86 taking over purchase of Central and South scoreboards and 2) Nominal Grant requests during 2020/2021 Covid/remote learning year. Still reserving \$1K for donation made for Kendall Pickering swim bench outside new aquatic center with installation date tbd.

Actions: None at this time

Athletic Director - Dan Jones

Discussion: Dan will be on a leave of absence until at least October 1st. The Interim Athletic Director is Andy Turner at aturner@hinsdale86.org or 630-570-8241

Action: none at this time

Activities Director - Sally Phillip

Discussion: Many events are scheduled. New Don Watson Aquatic Center dedication is scheduled for Friday, August 20th. The Friday night Back to School Bash is the same day. It will be held in front of HC with 3 food trucks, bounce house and a DJ. This is open to students and the community as the building will be open for students to walk their schedule. Tuesday, August 24th will be the Teachers 1st day, Wednesday there will be a Sophomore social since most sophomores missed freshman year due to Covid. Thursday, August 26th is the first day of classes. Freshman and transfer students will start in the morning with building tours, scavenger hunt and Pep Rally. At Noon all students will be back on campus for a half-day of classes. September 13th is the Activities and Athletics Fair during all PE classes. Homecoming Festivities kickoff on Sept 1st with an all-school pep rally. Homecoming Theme: Dancing Through the Decades. This year, the Homecoming Game will be held on Friday, October 1st instead of the normal Saturday afternoon game. Saturday, October 2nd the Homecoming Parade is in the AM and the dance will be in the evening in several areas inside the building.

Action: none

Committee Reports

Communications - Tania Kuropas

Discussion: Flow of communications has been strong. Two eblasts about joining Boosters have been sent to the entire school. Another all-school blast will go out on August 22nd. Kim informed all about the new Canva Account that has been set up by Julie. Everyone can use it and there are lots of graphic options and photos that have been uploaded.

Action: Continue sending Boosters information as needed.

Concessions Bruce Carlsen, Sam LoPresti, and Ed McCarthy

Discussion: Bruce provided an update on cleanup for the first football game Friday, August 20th - Red & White Scrimmage. He also confirmed the DuPage County Food License is in place. The outdoor concessions hut is in need of a two or three-door cooler and a popcorn machine. Indoor concessions is in need of a 1 door cooler. The combined cost of these needs is an estimated total of \$12K - \$15K. No significant concession hut purchases have been made in 5-7 years. Kim motioned for the approval of up to \$15K to cover the cost of the two coolers and popcorn machine. No concerns or No's were heard. Rob Tonn seconded the motion. Bruce will work with Dan Jones/Andy Turner to procure equipment. If anyone

would like to work with Bruce to negotiate or procure items contact Bruce directly. Bruce will follow his contingency plan until replacements are available. Bruce thanked Julie Boruff for streamlining the vendors, as well as the pricing and supply procurement process. Almost 100% of concession items are now delivered to HCHS versus the concessions team picking them up at local retailers. HUGE time savings. Orders can be made online. Julie will work to transition the details and process to the concessions team.

Football game concessions are largely staffed by various student clubs. Sally will reach out to have the first game staffed by several clubs. It is tricky with the later start this year, but she should be able to find a few groups. The first three games are home games, so Sally will work to get the concession support schedule put together once student clubs start their meetings. All clubs that volunteer receive a \$100 check from Boosters for their time. It's a good way for clubs to raise some money.

Action: Sign-up Genius is available for all games to volunteer in the Huddle Hut and Spirit Wear sales.. Please sign up. All hands on - deck are necessary.

Fundraising - Chris White

Discussion: Chris is new to Boosters Board and the role this year. He is putting together a schedule for the year of past fundraisers that have been successful, as well as implementing some new ideas. He explained the fundraising categories, success, themes, time, and amount. The current plan is to continue fundraisers that generated \$250+, focusing on those that are easy to promote/execute. This includes: 1) Grocery store shop and share days, 2) World's Finest chocolate sales, 3) Restaurant nights - expand to a week if possible, 4) Graduation Seat/Parking Raffle - Boosters largest fundraiser, 5) Garden Flags, 6) Homecoming/Prom Flowers and 7) Senior graduation yard signs.

Opportunities included finding new fundraisers for the fall/winter since many of the past fundraising events have been in the spring. Chris mentioned the idea of garbage can cleaning (Eco Clean), Amazon Giveback program and additional restaurant nights. Kim encouraged fundraisers that are easy to execute and simply require promotion versus those that require a large number of volunteers/hours. Chris is thinking of fundraisers that could be student-driven competitions similar to the Covid sweatshirt competition during the 2020/2021 school year.

Action: Chris will continue to reach out to Sally to make sure Boosters does not overlap fundraisers being done by clubs or sports. Suzanne will share Manna gift card fundraiser info with Chris. This is under a new name. Chris will give information to Tania to include in blasts on how to sign up for Amazon Smile and direct donation to HCHS.

Grants - Kim Anderson and Julie Boruff

Discussion: None

Action: None

Membership - Suzanne Austin, Amy Brown, and Angie Sartori

Discussion: We currently have 184 families signed up as Booster Members. That includes, 47 Director Level (\$250), 47 Red Level (\$125), and 90 Basic Level (\$75). During Covid year 2020/2021 we had a final membership total of 152, but a normal year should be 400+ families. Target for this year is 400 families. Membership will continue promotion and events to build awareness and help families understand the perks of joining. We have also had donations to date totaling \$2,500 due to ease of now adding a donation when you join. Julie Boruff has updated the Booster Facebook account and creating new content weekly, so spread the word and follow Boosters on FB. Postcards promoting membership and the back-to-school spirit wear sale went out in early August and that campaign will be supported by a school-wide email campaign over the next 4-6 weeks. Membership gifts have been given out and more are on order. Some items had a price increase and a number of the items are on backorder. Suzanne has changed some vendors for savings.

Action: Suzanne will share the FB page link with Board and include instructions about how to share and invite your friends to follow and like the page to increase exposure and membership.

Spirit Wear/Merchandise - Michelle Fischer and Shannon Antipov

Discussion: Shannon is replacing Stephanie Geier who recently resigned because her son is transferring to a private HS. There will be a back-to-school sale on August 24th, 8/24 from 4-6 pm. Spirit wear will also be sold on August 20th at the R&W scrimmage and at all home football games, as well as occasionally at school. Volunteers will be needed for Homecoming week when sales will be held during lunch every day. The goal is to have a sale every 6 weeks. The Boosters online store will open on August 24th and remain open for the school year. Boosters does not make much money on those items, but it is offered as a convenience for families that cannot attend school or game day sales.

Action: Next sale will be Tuesday, August 24th from 4-6pm outside the gym doors.

Sponsorship/Special Projects - Nancy Dugan not in attendance. Kim gave an update

Discussion: There was significant conversation over the summer with D86 and Dan Jones regarding the new video scoreboards that D86 will now be purchasing at both Central and South (Over the last year the plan was for Boosters to purchase the video board and retain 100% of ad revenue). Rob, Julie and Kim attended a meeting with the D86 Finance Committee where there was conversation about the best way to ensure that the Booster groups (Central & South) were not shut out of their ability to earn money on sponsorships and ads now that D86 is signing the contract with PowerAd and controlling the process. The plan was for each Booster group to work on securing naming rights for their video board and if successful they would receive 10% of the amount received. There was also conversation about carving out current sponsors. Kim provided D86 with a list of the sponsors to date and we are still awaiting a response from D86 and the BOE on how this will be handled. Sponsorship can represent \$10K - \$20K of revenue in a given year, so this is an important point to be resolved.

Action: Send any potential sponsor names to Nancy. Kim and Rob will follow up with the D86 Finance Committee & BOE to ensure that Boosters is not left out of ad revenue/sponsorship opportunities in conjunction with the new video board.

Volunteers - Courtney Willman

Discussion: Members have the ability to check “yes” to volunteering at the time they join Boosters.

Courtney has created a Sign-Up Genius for current concession, membership and spirit wear needs and she will send this to all prospective volunteers. She will also reach out to some of the people directly.

Action: Reach out to people on volunteer list to encourage them to sign up for a game or event.

Webmaster - Julie Boruff with Emily Zeng (shadowing)

Discussion: Kim thanked Julie for the amazing new website that she developed in conjunction with

VisionJulie was able to make for Boosters.

Action: None

Old/New Business

Discussion: Motion to Approve new Board Members/Chairs

Action: Chris White - Fundraising, Shannon Antipov- Co-Chair Spirit Wear and Emily Zeng -

Co-Webmaster were approved.

Next Meeting:

Wednesday, September 1st @ 7:00 pm

Meeting in Faculty Lunchroom (Across from AD Office near entrance to Field House)

Please mark your calendars for the future 2021-2022 Board Meetings.

Wed, October 6th – 7 pm

Wed, November 3rd – 7 pm

Wed, December 1st – 7 pm

Wed, January 5th – 7 pm

Wed, February 2nd – 7 pm

Wed, March 3rd – 7 pm

Wed, April 6th – 7 pm

Wed, May 4th – 7 pm