

**Next monthly meeting: Wednesday, October 6, 2021, at 7:00 pm - Faculty Lunchroom
Enter via the front door - Lunchroom across from AD Office & Near fieldhouse entrance.**

**Hinsdale Central Booster Board Meeting Minutes
September 1, 2021**

Kim Anderson called the meeting to order at 7:08 pm Adjourned: 8:50 pm

Minutes: Lee Gillman

Kim called the meeting to order IN PERSON for the 1st time in 18 months due to HCCHS students back to in-person learning and loosening of Covid protocols. The group was asked to introduce themselves to everyone.

**Next monthly meeting: Wednesday, October 6, 2021, at 7:00 pm - Faculty Lunchroom
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Attendees Present:

Kim Anderson, Lee Gillman, Sally Phillip, John Webster (LAX Board President), Suzanne Austin, Emily Zeng, Julie Boruff, Rob Tonn, Tania Kuropas, Angie Sartori, Chris White, Andy Turner, Chris White

Secretary - Lee Gillman

Julie Boruff made a motion to approve May 2021 minutes, Rob Tonn seconded the motion. Minutes approved.

Treasurer - Julie Boruff

Discussion: See attached report. Fiscal year starts June 1st. The current cash balance is \$ 114,627.00. Excited that adding a donation option to membership form yielded \$2900 in donations in August alone. Total August revenue was \$50,675. Gate fee reserve for monies due to the Athletic Department on each membership purchased is \$7024. Will be paid out in March to the AD office. Current cash balance 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) Very limited Grants issued during 2020/2021 school year due to 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 represented by Interim AD Andy Turner (Dan on leave for October)

Discussion:

- Andy shared that D86 entered into a \$365,395 contract with PowerAd for the purchase of the following digital video displays at HCHS: Dickinson Field \$151K, baseball field \$36K, softball field \$36K, soccer field \$17K, gymnasium/basketball, volleyball, etc. \$135K, auxiliary field \$13K, and front marquee/sparkle board \$34K. This purchase was NOT made with money from the recent referendum. D86 is fronting the money and will be paid back through the digital advertising revenue stream. They made similar purchases for Hinsdale South.
- HC Boosters was originally planning to purchase the video board at Dickson Field to have the digital media ads as an ongoing revenue stream for the club. Now that D86 took over the purchase of the board Boosters needs to work with D86 Finance Director Josh Stephenson and the BOE to figure out what, if any, portion Boosters will receive of the digital ads, as well as the naming rights. Original plan was Boosters would get 10% of the naming rights if we secured the sponsor. Naming rights will go for approximately \$250K over a 10 year contract. We also have sponsors totalling about \$5K in the wings that cannot be finalized until the new sponsorship plan is resolved with D86.
- Andy is working with Rob Russo and Broadcast Club to figure out how to get some videos and playback features utilized on the new Board until a sponsorship plan with D86 is set up. They may want to tap into student volunteers.
- Andy suggested that the new Don Watson Aquatic center would benefit from the purchase of 9 additional starting blocks. This will alleviate building & grounds from having to move the starting blocks around at each meet which is very time consuming. Andy is working with Superintendent Prentiss to finance additional starting blocks, but asked if Boosters would contribute. Agreed to discuss next month based on the outcome of conversation with D86. Kim also suggested reaching out to the major aquatic center donor for additional donation.
- Huddle is a program that could be used in the future for camera, filming and data for all sports. Andy would like to discuss in the future with school and Boosters combining to cover costs and as a package for the whole school is a money saving. This is then removed from the Football budget. Andy will gather information for discussion at next meeting, but he thinks this is something Dan will support.

Action: Any potential advertisers could be referred to Kim Anderson. Andy and others will work to identify volunteers to set up photos and live stream.

Activities Director - Sally Phillip**Discussion:**

- School wide Activities & Athletics Fair will be held on Monday, September 13th during all PE classes. This year all clubs will be meeting in person. No Zoom meeting option. Winter and spring sports will also be there.
- Homecoming Festivities kick off Monday, September 27th with an all-school pep rally. The Homecoming theme is Dancing Through the Decades. Homecoming will be different this year due to Covid regulations. For example, masks will be worn at all times, pep rallies will be held outside on the football field at the end of the day, and the dance will also be outside on the football field. Homecoming survey was done Tuesday for Juniors and Seniors with a 50% response rate. The focus was on students ranking the importance of pep rallies, parade, and court. The student feedback has been that the traditions need to change from romance of girls/boys to a celebration that is more inclusive and a court that is not gender-based. The Homecoming Game will be held for the first time ever on a Friday night. Game is Friday, October 1st and the parade Saturday, October 2nd at 9:30 am. Dance will be in the evening from 7-10 pm.
- Freshman and Transfer Student welcome day went well. Two Leadership clubs have been collapsed in Peer Mentors Club to give more leadership opportunities to more students. Freshman Play auditions were today for September and October shows.

Action: none

Committee Reports

Communications - Tania Kuropas

Discussion: September - starting to leverage PTO blasts and Mailchimp. One more eblast about joining Boosters to be sent to the entire school before September 10th.

Action: Continue sending Boosters information as needed.

Concessions Bruce Carlsen, Sam LoPresti, and Ed McCarthy

Discussion: The outdoor concessions hut is in need of a two or three-door cooler, as well as a popcorn machine. Indoor concessions are in need of a one door cooler. The combined cost of these is estimated to be \$12K - \$15K. Julie Boruff received quotes from vendors on the pricing for the recommendation vendors. A cheer parent wants to bring an ice cream truck to a football game as a fundraiser. Not good to have something competing with concession hut. Sally will suggest that Cheer try the Powder Puff Game or Saturday freshman games. Village of Hinsdale may need to be notified of food trucks for licensing? Note that LAX Boys and Girls State Finals will be held at HCHS as part of a five year plan. Julie thanked Bruce, Sam and Ed for preseason clean-up and pre-game stocking, and post-game clean-up. Concession is a huge amount of work.

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 discussed the Amazon Smile Giveback program and getting communication out. Chris discussed contacting Jim Westfeld, Track, regarding promotional signage at Cross Country Events. Andy mentioned that advertising at a village space and short-term advertising. Rob mentioned that the village of Hinsdale does not allow advertising on fences at Little League. Chris is getting information on an electronic recycling fundraiser. John Webster suggested a shredding fundraiser for after taxes.

Action: Julie will add Amazon Smile info to Boosters website. Suzanne will add to MailChimp. Andy will reach out to VOH, Heather Bereckis regarding licensing requirements for foodtrucks.

Grants - Kim Anderson and Julie Boruff

Discussion: Sally and Andy will send communication to activities and athletic teams about the fall Grant process. Kim asked that all Grant requests be submitted via Booster website. Julie created a great new

online form. The deadline will be to have all Grants requests received by October 15th so they can be reviewed by the Grant committee and presented to the Board for approval at the November Board meeting.

Action: None

Membership - Suzanne Austin, Amy Brown, and Angie Sartori

Discussion: We currently have 297 families signed up as Booster Members. Target for this year is 400 families. Many gift items have increased in price and items are on backorder (due to Covid issues) so Suzanne has changed some vendors for savings. Stadium chairs may not be available until January or February. Discussed option to give \$50 gift certification and 20-ounce Yeti mug for those that don't want to wait for a chair. Membership will continue to promote joining through Mailchimp eblast to all school list, as well as PTO Sunday night eblasts. We are also trying to reactivate Booster FB page, so if on FB please like and follow the page.

Action: All should find Boosters FaceBook page and like.

Spirit Wear/Merchandise - Michelle Fischer and Shannon Antipov

Discussion: Reorder placed, wait. Minimal stock. Hping to have for Homecoming week where they will be selling at school every day during lunch hours.

Action: none

Sponsorship/Special Projects - Nancy Dugan not in attendance. No significant update due to sponsorship on hold pending video scoreboard deal with D86 being finalized.

Discussion:

Action:

Volunteers - Courtney Willman

Discussion: Courtney will continue to add new volunteers that come into a master list. They will regularly receive a Sign up Genius to help out with spirit wear, membership, concessions, etc. at games.

Webmaster - Julie Boruff with Emily Zeng (shadowing)

Discussion:

Action: None

Old/New Business

Discussion:

Action:

Next Meeting:

Wednesday, October 6th @ 7:00 pm

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

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

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