

Hinsdale Central Boosters Meeting Minutes January 11th, 2023

Rob Tonn called the meeting to order at 7:06PM, Mary Henneman, Secretary

Board Members Present:

Rob Tonn, Kim Anderson, Mary Henneman, Julie Boruff, Courtney Willman, Sally Phillip, Bruce Carlsen, Tania Kuropas,

President – Rob Tonn

Discussion: Rob commented that we are still seeking board members for next year. He re-confirmed that Courtney Stach has volunteered to be the secretary and Jody Collins and Tiffany Abbott have agreed to co-chair Spirit Wear. We still need a Membership Chair and a VP. Rob asked about Stephanie Hammond and Julie asked about Kelly Knapp. Both are viewed as strong volunteers but are likely hesitant to take on a chair role. It was suggested to invite future board members (and potential board members) to future Boosters Meetings.

Actions: Rob will send an email inviting future board members to meetings. Courtney will follow-up with Kelly Knapp to gauge interest in membership chair. As appropriate, Julie will follow-up with her at a basketball game.

Secretary – Mary Henneman

December meeting minutes were taken by Courtney Willman in Mary Henneman's absence. Kim Anderson moved to approve the December minutes. Rob Tonn seconded the motion. The motion was approved.

Treasurer – Julie Boruff

Discussion: The Treasurer's Report covers the month of December (period ended 12/31/22) and YTD (6/1/22-12/31/22).

December revenue was approximately \$36,000. Membership added two new members, spirit wear sales exceeded \$12,000, and indoor concessions revenue is surpassing last year with nearly \$24,000 in sales in December. Revenue for the holiday tournament alone exceeded \$12,000. Increased revenue is a result of a new Square reader and pricing increases (combined with pack size changes). Increased attendance (given success of varsity basketball team) has also helped. The Square reader allows us to accept credit cards, which has really helped. The device is easy to use, and customers are charged \$0.50 per transaction to cover our costs of using the device.

December expenses totaled approximately \$25,000. The bulk of the expenses were in membership costs (\$9,000 for membership gifts), spirit wear (\$7,000 in inventory purchases), and concessions (nearly \$9,000 in product restocking). Net income for December was approximately \$11,000.

Year-to-date revenue is about \$195,000 and expenses are about \$152,000. Net income YTD is approximately \$43,000. The membership P&L has contributed about \$20,000 YTD, spirit wear about \$15,000, and concessions about \$28,000 (\$16,000 for Indoor Concession and \$12,000 for football concessions).

We currently have \$104,000 in restricted cash and nearly \$119,000 in total cash.

Julie reported that a Hinsdale Central family would like to make a \$30,000 directed donation (one sport and one club) and funnel the money through Boosters. The board discussed briefly. Julie's caution was that if our revenue exceeds \$300,000, we might be subject to an audit. This year, however, we should be below \$300,000. The board agreed to accept and disperse the donation. Going forward, directed donations will be considered on a case-by-case basis.

The board had a brief discussion about our current banking relationship. Many local non-profits use Hinsdale Bank and Boosters uses BMO. The board tabled the discussion.

Athletics Report –No Formal Report

Discussion: The new athletic director has been approved by the BoE and will start on July 1st.

Activities Report – Sally Phillip

Discussion: The 8th Grade family night was a success. Sally reported everyone liked the format. Spirit wear sales were initially slow, then very busy. Spirit wear sold about \$6,000 at the event. Sally asked for feedback on spirit wear location. Kim asked if Spirit wear could set up in main entrance hall next year, but Sally was concerned about congestion. It was agreed to keep the same format for next year.

There are several events this month. The Future Educators hosted a finals fest last night. They offered study tips and planners to attendees. Musical auditions have been taking place. The cast will be posted at the end of the week.

The winter dance is February 4th. Tickets are on sale now. There has been some confusion about the dress code, so we are telling the students to dress like Homecoming.

Hinsdale Central will be hosting both the Speech and Chess sectionals this year. HC tends to do well in both events, historically placing in the top 5 in the state. Scholastic Bowl also typically does very well.

The 8th Grade Parent Coffee is scheduled for the morning of May 4th. More details from the PTO to follow. Kim mentioned that Boosters should have a table for volunteer signups.

Committee Reports

Communications - Tania Kuropas

Discussion: Tania reported she sent out the winter dance announcement. Julie said the member list needs to be updated

Action Item: Julie will send new members (since November 1st) to Tania

Concessions - Bruce Carlsen & Julie Boruff

Discussion: Given the success with the Square reader, Julie asked if it is okay to purchase another one. The board agreed that Julie should purchase one more.

Julie reported the Boys' State Swim meet is February 24-25 at FMC. While Girls' Swim and Dive will provide the bulk of the volunteers, Boosters board members are needed to help and supervise. Boosters will have slightly longer shifts this time (vs last fall). Volunteers who sign up will be asked to attend a brief orientation meeting prior to the state meet, so everyone knows what to expect. Bruce mentioned that we need to request that the officials meeting not be held directly in front of the concessions area this year, since last year, the meeting caused concessions sales to halt. Bruce also asked whether we would continue to host this state meet after next year. Sally confirmed that we would. Dan Jones had said Hinsdale Central could host the meeting, until we tell IHSA that we don't want it anymore.

Julie also reported that the basketball parents have done a wonderful job with concessions this year. Sales have been great, and they tend to find their own volunteers. Bruce said that attendance (and concessions sales) is likely correlated to strength of the team. He said we now have a good idea of what was sold on each night and what the attendance was. Julie commented that it helped when the pep band was there, since many band members purchase food.

Indoor Concessions has been a fulltime job for Julie. Karen Ford opens for every game. She starts the popcorn. Julie checks inventory after each game, orders new stock, and coordinates with Buildings & Grounds or vendors to schedule deliveries. Vendors communicate to Bruce, then someone needs to confirm that food delivery has been taken care of. The board discussed the option of outsourcing or hiring someone to manage deliveries. Rob asked if we could add this to the Assistant Athletic Director job description. Rob also suggested a service provider used by Hinsdale Little League. The league pays him approximately \$5,000 per year to handle everything. Several options were discussed. Rob suggested Dan Jones might want to do it part time in his retirement. Sally will follow-up.

Actions: Julie to secure Boosters volunteers for state swim meet. Rob to reach out to Betsy Bruns to help coordinate Girls' Swim and Dive volunteers. We need to post the DuPage Health License in the Indoor concessions area, so Sally will talk to Wanda

about the license. Julie is going to follow-up with Karen Eck regarding a duplicate charge issue. Sally to follow-up with Dan to see if he has any interest or suggestions regarding concession delivery management.

Fundraising, Sponsorships, and Grants – Kim Anderson

Fundraising Discussion: Kim reported that the Minted Christmas card fundraiser raised \$650. We will continue to keep the link. We might offer it at Valentine's Day or for graduation announcements. Kim recommended doing the same fundraiser for next year.

For graduation, Boosters will sell yard signs again this year. Kim is hoping Michelle Fisher will organize. Last year we made approximately \$4,400. In addition, for graduation, Boosters will be offering a parking raffle. We typically raise about \$10,000 with the raffle (last year' sales were low – at \$4,400). Tickets will be \$25 each or 5 for \$100.

Kim reported she is also planning to do a restaurant fundraiser, possibly Fuller House or Grill 89. She is hoping to do the fundraiser the week before spring break.

Sponsorship Discussion: Kim reported that Guaranteed Rate still owes us the second half of their sponsorship donation (\$1750). We will likely not do these sponsorships for basketball next year. It has been very difficult to coordinate. We will continue to keep football sponsorships.

Actions: Kim to follow up with Michelle to confirm that she is willing to coordinate yard signs. Sally will add graduation yard sign and raffle information to the senior landing page that she is now creating.

Grants Discussion: Kim recommended giving away a second round of grants, possibly \$30,000- \$40,000, given our current financial position. Sally asked if we could grant the money by early April, so that money could be used this year. The board discussed. Grant applications would need to be due in February, and grant committee (including Dan and Sally) would meet the following week. The goal is for grants to be recommended and approved at the March Boosters Board meeting, so that money can be dispersed by April 5th. The grant committee will convene on Tuesday, February 21st.

Rob asked Julie to run cash balances from prior years to determine how much grant money we should release. He also asked Sally if Hinsdale Central had any capital equipment needs. The board discussed the sign in the new entrance area. Rob asked if we could commission an art student to create a new design (and scale it to the wall).

Actions: Kim and Sally to confirm February 21st meeting date with Dan. Julie to run cash balances. Sally to determine feasibility of new, larger sign in entrance area (and possibly relocate existing sign to another area, like the coffee bar).

Membership – Julie Boruff for Suzanne Austin

Membership Discussion: Julie reported two new and two upgraded members. Boosters' membership now totals 387.

Spirit Wear – Julie Boruff for Michelle Fisher

Discussion: Julie updated the board on spirit wear sales. Some spirit wear inventory is low, particularly flannels and the more popular hoodies. Newer designs don't seem to sell as well as classic designs. We have ordered \$15,000 of merchandise (mostly crew necks and sweatshirts) to restock inventory. Wearable blankets have shipped.

Julie also reported on the new merchandising setup. Comments were that spirit wear now looks very organized and professional. Merchandise does not fall out. Julie said the committee would like to purchase plastic bags, so that we could offer a free bag with purchases over \$X. Sally mentioned DGN offering purple bags. Hinsdale Central could offer red bags. Sally to follow up.

Julie said that the spirit wear committee was planning to offer merchandise for sale in February. Sally said that students were requesting a sale during lunch. Kim asked if it was possible to sell merchandise during basketball games (like the upcoming LT game) but given space constraints (particularly at LT game), Sally was not sure it would work.

Volunteers – Courtney Willman

Discussion: The Basketball team parents have been filling many of the volunteer slots for indoor concessions.

Webmaster – Julie Boruff

Discussion: Julie reported that the website needs to be updated. Pictures of masked students should be taken down. Rob suggested posting a picture of the Boys' Swim and Dive team during their Huddle House volunteer time. The board discussed finding a replacement for Julie for the 24-25 school year. Kim suggested we find someone now, so that that person could shadow Julie next year.

Rob adjourned the meeting at 8:32pm

Next Meeting: Wednesday, February 1st at 7:00PM in the HCHS Community Room