

Hinsdale Central Boosters Meeting Minutes October 5th, 2022

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

Board Members Present:

Rob Tonn, Kim Anderson, Mary Henneman, Dan Jones, Julie Boruff, Courtney Willman, Sally Phillip, Suzanne Austin, Bruce Carlsen, Tania Kuropas, and Michelle Fischer

Secretary – Mary Henneman

Minutes were amended by Kim Anderson and Julie Boruff. Kim made a motion to approve the minutes with amendments. Bruce Carlsen seconded the motion. Amended minutes approved.

Treasurer – Julie Boruff

Discussion: The Treasurer's Report covers the period ended 9/30/22 and YTD (6/1/22-9/30/22). Total YTD revenue is about \$118,000, of which \$47,000 is membership revenue. Other big revenue contributors include spirit wear at about \$35,000 and concessions at about \$24,000. We've received more than \$5,000 in donations-- \$600 of that came through membership, \$900 through football, and \$700 during homecoming.

For the month of September, concessions revenue totaled \$17,723. Of that, about \$15,600 was from football concessions. The remainder was from indoor concessions. Spirit wear sold more than \$32,000 last month at curriculum night, school tours, back-to-school bash, and homecoming events. Membership revenue was nearly \$19,000 and sponsorship revenue was \$6,400.

Our YTD expenses total approximately \$43,000. The largest expenses are in membership (approximately \$10,800 to purchase swag), spirit wear (\$16,718 inventory purchases), and concessions (\$10,324 inventory stocking). For the month of September, we spent about \$15,000. Spirit wear spent about \$4,200 and Concessions spent about \$10,300. The cost to restock football concessions is about \$5,000 per game.

Regarding YTD revenue vs one year ago: We are ahead for membership (vs this time last year). Julie expressed some concern about football revenue this year (compared to last year) since there are two fewer games.

Athletics Report – Dan Jones

Discussion: Dan reported that we are coming to the end of fall season. Women's Volleyball is hosting a Freshman Quad, a JV Invite, and Super Sectionals (on Friday, November 5th).

Soccer will host Sectionals for two days. Cross Country has Regionals this weekend and the Golf teams are at State Finals this weekend.

This Friday's football game will include a Salute to Service and Senior Night for Cheer, Poms, Color guard, and Band. Senior night announcements will occur before warmups, then veterans will be announced during warmups. We will also have the Guaranteed Rate Kick during the football game. Kim said the donation totaled \$4,000. There will be T-shirt tosses and an Amazon gift card for the winner. It was agreed that three students would kick from the 5-yard line at halftime. Student selection process to be determined. Dan suggested not just limiting kickers to guys. (Girls should be included). Kim asked board members to provide suggestions for selection. Kim will provide Guaranteed Rate's announcement to Dan, who will provide it to the press box. Dan said he would have the automatic holder and microphone ready to go for Friday night.

The video board died last night. It is being fixed. Students are in the process of updating the graphics to the video content.

The winter athletic schedule will be finalized next week. Both Wrestling and Boys' Basketball will be hosting Sectionals.

Dan's job has been posted. Interviews start in November. Bill Walsh will be contacting interviewees, including students, parents, building leadership, and coaches, (Rob Tonn, Julie Boruff, and Mary Henneman will be participating in the interviews.)

Every year, Dan provides about 30 passes to middle school coaches (Hinsdale Falcons, etc.) There was some concern that free passes could impact potential Booster membership revenue. After a brief discussion, board members agreed that passes were needed, and it likely did not impact Boosters membership revenue.

Dan provided his perspective on the potential gym banner auction. He views it a potential Boosters fundraiser. Dan has money set aside for cost of the banners. Estimated cost of the banners is \$15,000. Old banners would be auctioned off via website created by Boosters. Dan would create a video to help promote the banner auction but would need Boosters to help advertise. We need to do a PR blitz. Rob said he could help figure it out. He suggested partnering with a frame company (like Framebridge), so that banners could be framed, and Boosters receives a share of the profit.

Rob said it would be nice if we could do this for the holidays, which would mean getting everything up on the website by Thanksgiving. Dan said he would work on getting banners photographed for the website. He said there were 110-115 banners to be auctioned. Boosters would create website, generate minimum bids, and set timing for auction.

Dan asked if Boosters could provide some funding for cost of banners if needed. Bruce Carlsen made a motion for Boosters to provide up to \$5,000. Michelle Fisher seconded the motion. The motion carried.

Action: Dan will reach out to vendors and get final price. Dan will also take pictures of banners, and work with students to create a video. Julie will get specs to Dan for website pictures.

Activities Report – Sally Phillip

Discussion: About 1,600 students attended the homecoming dance. Kids seemed to like the new location (in the cafeteria and courtyard), because there was a lot more to do. The students seemed to stay a lot longer. In fact, Sally and staff were asking kids to leave at 10PM.

Next weekend: Freshman Play and Chess Meet

Sally reported that she is in the process of sending more students to leadership training. She said clubs are up and running well. It feels more like a normal year regarding involvement (relative to the last couple of years). 87% of kids are involved in at least one activity.

There was a question regarding what is included in a Student Activity Pass. Sally said that, in addition to home athletic games, the big musical is not covered, but all other plays are. Students also receive a copy of Solstice Magazine. There is a little confusion with Boosters memberships since Boosters memberships just cover admission to athletic events.

Committee Reports

Communications - Tania Kuropas

Discussion: Tania reported she is continuing to send out blasts for membership and volunteer recruiting. It seems to be successful in recruiting volunteers. Our open rate is 80%. A blast went out at 3PM today, and as of 7PM, 35% had been opened.

Concessions - Bruce Carlsen & Julie Boruff

Discussion: Boosters currently offers student organizations \$100 per shift to help in football concessions. Additionally, Boosters will share some of the tip revenue with clubs. Bruce suggested giving Boys' Swim and Dive Team \$500, since they raised \$710 in tips. He said they were very enthusiastic, yelling, ringing the bell, and drumming up business. He said on a typical night, we might only take in \$100-\$200 in tips. We discussed when to give tips to clubs, since we should make it equitable. We agreed to give clubs the delta between \$200 and tips earned. We also discussed club payout since the payout has been \$100 per shift for at least ten years. Sally Phillip said this did not encourage a lot of clubs to work concessions. Kim motioned to raise the payout to \$250 and Julie seconded it. The motion carried.

We now have a Huddle House sign. Dan will get the sign up by Friday. Kim has a banner (for Guaranteed Rate) that also needs to go up Friday.

For Indoor Concessions, Julie asked if we can confirm Karen Ford will open Concessions in the winter? Julie will be taking inventory to get ready for the winter sports season. In addition to consumables, she thinks we need a new table, a bulletin board, and possibly some coat hooks. She said we can get rid of the old popcorn machine. Dan said he is planning to install a TV monitor, so that concessions workers can watch the games while working concessions.

Regarding Swim and Dive Concessions – We are in our second year of a three-year contract. We should consider what we did for lacrosse, since it worked well. Julie would prefer to order and stock concessions. The swim team has asked to revenue share if they provide staff for FMC at State swim meet.

Actions: See if incremental money encourages teams to sign up for concessions next year.

Fundraising, Sponsorships, and Grants – Kim Anderson

Fundraising Discussion:

Sponsorship Discussion: Halftime event this Friday is Guaranteed Rate. We agreed to kicks at two games, and midcourt shots at two games. Total investment is \$5,000 and we net \$3,600. Dan suggested a progressive prize for the midcourt shoot-outs. Increase the prize amount each quarter if nobody is able to make the shot (e.g., \$50 @ first quarter, \$100 @ half, etc. to a maximum of \$500). To determine participants, Dan suggested having people interested put their names on cards. Cards would be drawn randomly at the end of each quarter.

Action: Kim said she is still seeking sponsors. Board members should let her know if they have any connections or suggestions.

Grants Discussion: We have received one grant request from Post Prom

Action: Kim to work with Dan to schedule a grant committee meeting target October 26 to review applications and identify grant recipients.

Membership – Suzanne Austin

Membership Discussion: Suzanne showed the new bag for Director-level memberships. Options are HC Red Devils flat print for \$45 or Vintage embroidery for \$47. Bag is canvas and the print is red and black. The bag holds two director's chairs. Turnaround time for the bag is four weeks. Going forward, options for director-level memberships include 1.) two chairs or 2.) one chair and one bag. For this year, bag can be offered for \$100. For the red-level memberships, we will stick with current blankets (along with umbrellas and tumblers).

We currently have 357 members. Our goal is 400. Membership is broken out as follows: Basic: 207 (vs 194 last year), Red: 78 (vs 105 last year), and Director: 81 (vs 71 last year)

Spirit Wear –Michelle Fisher

Discussion: We are getting aloha shirts, and they are on their way from China. The price will be \$50. We have already pre-sold two. Cost is \$15 per shirt plus \$48 in shipping for thirteen shirts. We purchased a small number to check the quality. Shipping cost (per shirt) will come down if we order more shirts.

Wearable blankets have shipped.

We have ordered \$15,000 of merchandise (sweatshirts and crew necks that needed to be restocked).

Volunteers – Courtney Willman

Discussion: Courtney said we are in good shape for Friday night Concessions, but she expressed concern about Spirit Wear Sales since Michelle can't be there. Michelle said she will set it up. After discussion, Rob said he will help set it up and work if he isn't needed at Concessions. Julie agreed to help Rob set up Spirit Wear. Courtney asked if it makes sense to purchase an iPad for Square/ spirit wear sales. She said the Wi-Fi is not great. Suzanne offered to share her hotspot on Friday night. The board agreed that we need to start selling spirit wear before 7PM.

Courtney reported that she has gotten a decent response to volunteering from Tania's email blast. She said that Brian Beargie has expressed interest in helping with Concessions.

Webmaster – Julie Boruff

Discussion: No report

Old/New Business

Discussion: Kim suggested we add succession planning to next month's agenda. Rob asked that we continue to identify potential Boosters board members and committee chairs.

Action: (All) Try to identify potential Boosters board members and committee chairs.

Adjourn at 8:55

Next Meeting: Wednesday, November 2nd at 7:00PM in the HCHS Community Room