

Hinsdale Central Boosters Meeting Minutes September 7, 2022

Prior to meeting start, Dan Jones and Sally Philip provided a tour for the Boosters Board Members.

Rob Tonn called the meeting to order at 7:36 pm and adjourned at the meeting at 9:44 pm: Mary Henneman, Secretary

Board Members Present:

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

President – Rob Tonn

Discussion: Rob Tonn opened the meeting expressing concerns about the vacant Boosters Board positions. Key roles are open, including VP, assistant webmaster, and Concessions. It would be best to get someone to shadow Julie this year. Rob asked board members to try to identify potential candidates. It was suggested to use Membership signups to identify potential volunteers and future board members. (See Membership Action Items.) It was also suggested to solicit incoming freshman parents at the PTO 8th Grade Coffee in May (for next year).

There will be a school open house and building tour on Saturday, September 24th of Homecoming Week. Rob suggested Spirit Wear Sales during the Open House for Alumni. Sally Phillip confirmed that Spirit Wear will be sold to students during Homecoming Week at school Rob was not sure if Michell would be able to get the volunteers.

Action Item: Rob will follow up with Michelle to determine if a limited selection of spirit wear can be sold at the Open House on September 24th.

Secretary – Mary Henneman

Minutes were amended to reflect requested changes. Suzanne Austin made a motion to approve minutes with amendments. Rob Tonn seconded the motion. Amended minutes approved.

Treasurer – Julie Boruff

Discussion: Treasurer's Report covers both the fiscal year-end (5/31/22) and the period ended 8/31/22. Total revenue reported for last fiscal year was approximately \$227,000. Total expenses came in at approximately \$232,000, so net income was about -\$5,000. At the end of the fiscal year, the unrestricted cash balance was approximately \$67,000. The membership committee contributed about \$27,000 in net profit, spirit wear contributed about \$33,000, football concessions contributed \$15,000, (Boys and Girls) swim concessions contributed about \$7,000, and indoor concessions contributed about

\$6,000 in net profit for the year. Everything has been submitted to the accountant to complete the tax return.

Total revenue so far this year (through August 31, 2022) is approximately \$41,000. Total expenses are approximately \$27,000. Note that because the LAX tournament was in June, both LAX concession revenue and LAX club payout are counted in this fiscal year. The unrestricted cash balance is about \$80,000 through August. Membership is positive and has contributed \$18,000 in net profit year-to-date, while other committees are negative (except for LAX concessions). Spirit wear has purchased ahead of demand and indoor concessions are just getting started. Football concessions have also purchased ahead of demand.

Athletics Report – Dan Jones

Discussion: Dan Jones reported that the Finance Committee had approved the Power Ad revenue sharing agreement between the athletic department and boosters. See *document at the end of the minutes for detail regarding the revenue sharing agreement.*

Fall sports are up and running. Participation numbers are up versus last year. The agreement with Under Armor is currently in year four (of a five-year agreement). Dan is in discussions with Under Armor to extend. Kim Anderson raised parent concerns about losing potential fundraising (team spirit wear) money due to Under Armor contract.

The homecoming football game is set for 7 pm on Friday, September 23rd. Homecoming will be different this year, because the soccer program is celebrating its 50th year anniversary. Instead of playing a sophomore football game before the varsity game, the varsity soccer team will play immediately before the varsity football game Homecoming night. The soccer match is set to start at 4:30 pm on Friday, the 23rd. Freshman A, Freshman B, and Sophomore football games will be held on Thursday, the 22nd.

There are 109 state-championship banners hanging in the gym, and there is limited space for more. Banners went up initially in 1974, and many are in bad shape. The plan is to auction off the old banners and replace with replicas that are slightly smaller, which will allow 25-30 more banners. Dan is working with Neff and Bannerville banner companies to create the replicas. Banner replacement cost is approximately \$15,000. Kim Anderson suggested some alumni would be concerned about removing part of the school's history. Dan said that banner replacement is inevitable, since banners are so old and fragile. Net proceeds raised would go Boosters. Minimum bids would need to be the same for every banner, even though some banners are likely to raise more money than others.

Action: We need to clarify who is paying the \$15K for the new banners and who is retaining revenue from the old. What happens if money made from the sale of old banners doesn't cover the expense of the new banners?

Dan to talk to parent groups to understand impact of lost revenue due to Under Armor contract and determine next steps. There may be an opportunity to funnel money back (from the contract proceeds) to individual teams.

Activities Report – Sally Phillip

Discussion: Homecoming week plans are as follows: Pep rally on the 17th, float building on the 18th, and activities every lunch period, The homecoming dance is being moved to cafeteria this year, since its air-conditioned. Students will have access to courtyard, stairs, and cafeteria. There will be snacks, a caricature artist, photo booths, etc. Tickets are \$30 in advance and \$40 at the door. King and Queen will be announced at the Friday Pep Rally on the 23rd.

Freshman orientation went well. The freshman class has 605 students. Only 35 freshmen did not check in. Thank you to Boosters for donating grant money to peer leaders and ambassadors. Training went well and was very structured. Sally has a meeting next week to talk about what changes might be needed for next year.

The fall play is Friday and Saturday (September 9th and 10th). The play is a one-hour show, “Too Much Light Makes a Baby Go Blind.”

The Activities Fair is Friday, September 9th, during PE classes. First club meetings will happen the week after that. Freshman play auditions are tomorrow.

Committee Reports

Communications - Tania Kuropas

Discussion: The first Boosters membership email has gone out to the all-school list. 65% of the people opened it, compared to 35% of people opening the initial email a year ago, when the first email was sent in early August. It might be better to wait to send initial email in late August or early September. There are 1,198 people on the MailChimp list.

Action: Suzanne Austin to get Tania a scrubbed list, so that paid members no longer receive our membership solicitations.

Concessions - Bruce Carlsen & Julie Boruff

Discussion: Football concessions committee is preparing for the opening football game, Friday, September 16th. There were issues getting into Huddle House over the summer. Cleanup event is scheduled for September 8th at 5:30. During cleanup, the crew will re-stock Gatorade, water, other beverages, and candy. There is a new warmer in the Huddle House. It cost about \$4,800 to stock football concessions. Lower-volume items were removed from the menu and prices were raised. Goal is to keep pricing

reasonable but still earn a profit. Most items are sharing size (which can be purchased at a better price point to allow for greater profit).

Vendors have been an issue. Because Hinsdale Central is not a big customer, deliveries are often very late or missed altogether. Key items are also often out-of-stock.

Buildings and Grounds have been a tremendous help for concessions committee. Committee will provide bagels and donuts as a thank you.

Concessions will plan to work concessions on Thursday night football games before Homecoming (Freshman A and Freshman B at 5 pm and Sophomore at 7 pm). Sally Phillip will secure student volunteers for these games. Concessions will also be available for the 4:30 soccer match and the 7:00 football game on Homecoming night.

Actions: New food license expiring in November. 19. Dan to secure renewal.

Fundraising, Sponsorships, and Grants – Kim Anderson

Fundraising Discussion: Kim Anderson reported potential floral fundraisers for homecoming (Bouq Box and Philip's). Sally Phillip said several area high schools are having homecoming the same weekend as the Hinsdale Central homecoming, and florists could be swamped. Kim asked for feedback regarding potential Dine & Share fundraisers with Garden Berry Café and Chuck's barbeque in Darien. Kim reported Hinsdale South sold over \$4,000 by partnering with Chuck's Barbeque, because they deliver. Other suggestions from board members included Mod Pizza and Home Run Inn. Kim will map out a schedule.

Sponsorship Discussion: Kim reported that she is considering some of the potential Dine & Share partners (e.g., Golden Berry) as sponsors. Some sponsor agreements are between D86 and the sponsor, so revenue is shared across the district. Guaranteed Rate is an HC- only sponsor. Kim reached an agreement with Guaranteed Rate which includes indoor/outdoor banners, halftime events at multiple football and basketball games, as well as and t-shirt tosses. Dan Jones said that he can fit five or six banners on fence near football entrance, which would allow more sponsors. The banner size should be 4' X 8'. Sponsorship is \$1,200 for indoor/outdoor banners. Kim will reach out to local businesses to secure more sponsors.

Grants Discussion: Grant applications are due on October 21st, and the plan is to disperse grants in October.

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

Membership – Suzanne Austin

Membership Discussion: Membership is currently at \$28,000 versus \$45,000 last year at this time, due to late school start. Mailchimp postcards were a success. As of today,

there are 245 Boosters members, 135 of these are Basic membership. The goal is 400 members. The hope is to achieve this goal during football season, since member enrollments slow significantly after November, Director members receive two director's chairs. Prices have increased for these chairs. Total cost of purchased chairs is \$11,475. There is also an issue with chair storage since most chairs are stored at Suzanne's house. In the future, Suzanne is considering changing the gifts for membership (or perhaps eliminating bonus gifts), so premier members do not get the same gift every year.

Suzanne will use membership data to help identify potential volunteers (since it is on the form.) Courtney will communicate with new members for potential volunteer signups.

Actions: Julie Boruff will add a line to the membership form asking how people found out about Boosters. Dan Jones will secure a storage area for the boxes of director's chairs.

Spirit Wear –Julie Boruff (for Michelle Fisher)

Discussion: Next sale is September 15th (curriculum night). The webstore should be up and running in the next week. There is plenty of inventory in stock now. Vendor issues and delays create re-order (timing) uncertainty.

Volunteers – Courtney Willman

Discussion: Courtney is working with the membership and spirit wear committees to find volunteers for upcoming events (see membership/ spirit wear reports). Courtney will be communicating with new members to explain Boosters' mission and ask for volunteer help.

Action: Courtney to draft letter for volunteers and provide a link to sign-up genius volunteers.

Webmaster – Julie Boruff

Discussion: Website has been updated for current year changes.

Old/New Business

Discussion: Rob re-iterated the need to fill open board seats and engage more volunteers. Open positions include Vice President, Concessions, Assistant Webmaster, and Spirit Wear Assistant.

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

Next Meeting:

WEDNESDAY, October 5th at 7 pm in the HCHS Community Room

Power Ad Agreement Memorandum:

December 14, 2021

A Tradition of Excellence

To: Finance Committee Members, Hinsdale Central Booster Club, and Hinsdale South Athletic Club
From: Josh Stephenson, CFO

Subject: Memorandum Detailing Sponsorship Revenue Sharing Between Hinsdale District 86 and the Hinsdale Central Booster Club and the Hinsdale South Athletic Club

On Wednesday, December 10, 2021, the Finance Committee of Hinsdale District 86 met with representatives from the Hinsdale Central Booster Club and the Hinsdale South Athletic Club to continue the discussion around revenue sharing of new sponsorship agreements related to the video scoreboards that were installed in 2021 at the stadium and gymnasium at Hinsdale Central and South.

Revenue Sharing Proposal:

1. The District will hold the Hinsdale Central Booster club harmless from the loss of Hinsdale Bank and Trust transitioning to the naming rights sponsor at Hinsdale Central. The District will pass through an amount of \$2,000 to the Booster Club on an annual basis for a period of 10 years as long as the naming rights agreement with Hinsdale Bank and Trust remains in place.
2. If any legacy sponsor elects to terminate their relationship with the Hinsdale Central Booster Club or the Hinsdale South Athletic Club and pursue a digital advertising package with the District through Power Ad the District will pass through the net revenue received by the District using the following proration by year: Year One – 100%, Year Two – 75%, and Year Three – 50%.
 1. Hinsdale Central Booster Club legacy sponsors: Spothero, OCA Ventures, CHT Ortho, Village Vet, Brooks Strong Foundation, Hinsdale Bank & Trust, Grill 89, and Genius Tutors.
 2. Hinsdale South Athletic Club legacy sponsors: Camden Law Office, Brian Ruff Realty, Olsick Insurance Group, and Zazzos Pizza.
3. All new sponsorship leads generated by the Hinsdale Central Booster Club or the Hinsdale South Athletic Club that result in a digital advertising agreement the District will pass through the net revenue received by the District using the following proration by year: Year One – 50%, Year Two – 50%, and Year Three – 50%.

The Finance Committee plans to meet with the Hinsdale Central Booster Club and the Hinsdale South Athletic Club in approximately one year to evaluate the impact of this memorandum.