

Hinsdale Central Boosters Meeting Minutes March 7th, 2023

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

Board Members Present:

Rob Tonn, Julie Boruff, Kim Anderson, Principal Bill Walsh, Sally Phillip, Jody Collins, Dan Jones

President – Rob Tonn

Discussion: Rob said he would like to re-visit the open board positions. He reported Michelle Bird says she wants to get involved. Her son has just transferred to Hinsdale Central. Michelle would like to get involved with Concessions. Rob asked if we could we get her to take on Concessions? We had also discussed Heidi Novatney in that role. Kim said she would call Michelle. Kim also reconfirmed that Courtney Stach will be the secretary next year. Rob said he is hoping we can get these folks involved then add some more volunteers at the 8th grade coffee.

Secretary – Rob Tonn for Mary Henneman

Julie had one correction regarding game date (Feb 27th vs Feb 26th). Kim motioned to approve. Rob seconded. Motion carried.

Guest Speaker – Principal Bill Walsh

Kim said Boosters is always looking for opportunities to give back. Current balance is around \$96,000 (assuming tonight's grants are approved and paid out). Bill said Hinsdale Central has branding and signage needs. The district will not be able to re-number rooms, since they are tied to emergency systems, so wayfinding signs are needed. Bill is trying to figure out how to integrate a theme that's consistent across the campus. He said we currently use four vendors. The plan is to send an RFP to vendors and get their thoughts on what they might do. Bill said he likes what Hinsdale South has done, but the feel might be too athletic for Hinsdale Central.

Bill also said the art department is showcasing student work but needs to match overall theme/ branding. The main areas of focus include the south hallway, the north hallway, the new center area by the learning stairs, and the student commons. He is hoping to get directional way-finding signs in these areas. When Bill receives proposals from vendors, he would like to share the proposals with Boosters. He said they were a little behind due to process issues. Work would likely start late summer or early fall.

Kim said that Boosters could probably contribute \$25,000 to help with signage as a 'special grant'. She mentioned mismatch between Grant entrance sign and wall size. Perhaps we could relocate entry sign and commission a new bigger sign for entry wall. Any Boosters contribution would need to be approved by the board.

Bill also asked for designer recommendations. Julie mentioned Lisa Romberger (not a professional designer but interested in design). Bill said he needed help with graphics. He said design input to vendors would be welcome.

Rob asked Bill to share the proposals with Boosters when they are available. Rob also noted that the next Board meeting is April 5th in case Bill had the proposals and would like to share them with the Boosters Board then. Bill was not sure that they would be available then and asked about the May meeting.

Bill thanked board for being included.

Principal Bill Walsh left the meeting.

Treasurer – Julie Boruff

Discussion: The Treasurer's Report covers the month of February (period ended 02/28/23) and YTD (6/1/22-02/28/23).

Julie reported our total revenue for the month was approximately \$25,000. We had one new director-level member for \$250, two spirit wear sales for approximately \$4,300, nine indoor concessions events totaling nearly \$14,500, the boys' state swim meet concessions totaling \$6,100, and one \$30 donation.

Total expenses were approximately \$50,800, so net income was -\$25,700. Expenses included a \$25 gate fee payment (for new membership), concessions expenses of approximately \$10,500 (which included supplies/ re-stocking and a new coffee maker), a directed donation payout of approximately \$38,800, and administrative expenses (QuickBooks subscription and annual insurance premium) of approximately \$900.

Year-to-date revenue is approximately \$280,800, while YTD expenses are \$218,600, so net income is approximately \$62,233 YTD. For the year, membership has contributed approximately \$20,700 in net income, spirit wear has contributed \$13,400, fundraisers have contributed nearly \$10,200, and concessions sales have contributed nearly 54,800 in net income. The bulk of concessions (\$33,700) was driven by indoor concessions sales – more home basketball games and hosting of sectionals. This year, there were 66 home events versus 48 last year. Dan said that next year's schedule is more likely to look like last year's schedule with fewer home games and no regional or sectional competitions. Julie is in the process of making payments to each of the teams who participated in indoor concessions.

Julie asked the board if we should increase Karen Ford's stipend, given the number of events. She recommended increasing her stipend from \$2000 to \$2500. The board discussed. Rob recommended paying her \$3000 for year, because Karen will still need to support boys' volleyball. The board agreed.

Julie also reported that we will have to be audited, because we have passed \$300,000 in revenue. Julie is looking into an accountant. Rob might also know of an accountant. Julie is estimating that the audit will cost \$5,000 - \$6,000.

Action Item: Julie to secure an accountant for the audit.

Athletics Report – Dan Jones

Discussion: Dan thanked the Boosters for last week's help with concessions during the high-attendance sectionals.

Dan reported we hosted 9,000 people at four athletic events last week. Kim mentioned that there were some issues with NFHS streaming. Dan said there was also an issue with GoFan DGN tickets, but it was resolved before game time.

Spring sports are underway. Last round of tryouts is tomorrow for Boys' Volleyball.

Activities Report – Sally Phillip

Discussion: Sally reported that we sold 400 tickets for Snowcoming, but fewer than 400 students showed up. We did a good job on social media promoting the event. The kids who did show up had a great time. We ended up breaking even.

The hope was that Snowcoming income could help offset the increasing expenses for prom. Sally reported that we were hoping to keep prom at \$100, but we will have to increase prom tickets to \$150 per student this year, given that Snowcoming broke even. Prom will be held at Union Station this year. We are currently trying to figure out where we will go next year. Expenses are higher because we have to transport students from Union Station to the post prom at Navy Pier.

Several other events are in process or upcoming: Variety show is next week. Debate and Mock Trial go to state next week. The Musical is in April. We have a lot going on, which is nice.

Committee Reports

Communications -

Discussion: No report.

Concessions - Julie Boruff

Discussion:

Dan commended the board for how well-run concessions was during the last couple of hectic weeks.

Julie reported FMC total sales were \$6,103, with a net profit of \$3,200. We give 25% to swim. Girls' profit was \$3,900 (before payout). Kim suggested that because Hinsdale Central was so strong and with competing event at the high school, crowd was split and attendance was lower than expected at swim meet. Plus, we ended up with too much food. Next year, the swim clubs can do it without Boosters. Kim has talked to swim parents to tee up the idea of Boosters handing it over. Dan would like to confirm with swim teams, given that they want the money. Julie said we owe the girls' swim team 25% of profits, which is \$809. Kim recommended rounding up to \$850. The board agreed.

Julie said she would pay out the BSU and HSA concessions volunteers for their help at state sectionals. Each club will receive \$250.

The board had a brief discussion about indoor concession equipment needs. Kim would like to order new cooler now. Different ideas were being brainstormed regarding the space, so that would need to be considered for any new equipment. Julie would like to order a new popcorn popper for indoor concessions. Dan said we need a new AC unit, but it would have to be vented. Rob recommended Julie and Bruce put together a list of needed equipment for the next board meeting.

Jody asked if CapX would include signage for spirit wear. Julie said that could fall into operating expense, and Michelle should just make the request.

Actions: Kim will follow up with Swim parents to confirm that they will manage the state meets next year. (Theresa Gannon and Sheryl Marcet). Dates are set.

Julie and Bruce to agree upon concessions equipment needs and present to the full board in April.

Fundraising, Sponsorships, and Grants – Kim Anderson

Fundraising Discussion:

Kim reported that Boosters would like to offer Bouq Boxes for prom again this year, assuming no student group is also offering bouquets for prom. Sally said Boosters could proceed with the fundraiser.

For graduation, Boosters will sell yard signs to graduating seniors and raffle tickets for parking. Yard signs will be \$20 and raffle tickets will be \$25 each (5 for \$100). We typically earn about \$10,000 on the graduation fundraisers. Sally mentioned that the link for the Boosters yard signs needs to be updated. Kim said she would take care of it.

Kim also asked the board about doing an additional graduation fundraiser, where parents would be allowed to offer a shout out on the big video board for \$25 per shout

out (similar to what is done at Hinsdale South). After much discussion, the board decided not to offer the shout-outs.

Dan said he would not be at graduation, because that is the first night of the state lacrosse meet (which Hinsdale Central is supposed to host). Dan has been talking to other schools to host the first night. LT will likely host the June 1st event and will be responsible for concessions. Because Dan will not be at graduation, Dan will need Boosters' help in seating the grandparents (and running the video board shout-outs if Boosters decides to do it).

Sally said a senior email will be coming out with information about purchasing college banners, Boosters' graduation raffle, Boosters' yard signs, and prom/ post-prom tickets.

Actions: Kim to ensure working links to Boosters' webpage for senior email.

Sponsorship Discussion:

Kim talked to Guaranteed Rate. If Maria wants to be the point person to manage Friday night events, Guaranteed Rate is willing to allow her to take a portion of Boosters' proceeds.

Dan mentioned that a number of banners outside have fallen down. Some of them might be too big. Julie said that several were in the concession stand.

Grants Discussion: Kim reported that proposed grants have been circulated. The committee balanced activities and athletics, along with boys' athletics and girls' athletics. Spring grants totaled \$42,000. Kim moved to approve \$42,000 in grants. Rob seconded the motion. The motion carried.

Kim re-iterated that we should be able to offer at least \$25,000 to grant to Hinsdale Central branding/ theming signage efforts.

Membership –

Membership Discussion: No report. One new member

Spirit Wear – Jody Collins (for Michelle Fisher)

Discussion: Jody reported that Tiffany has yet to get involved. While Jody is comfortable with the operations of Spirit Wear, she is less comfortable doing the design part. She mentioned Michelle could just place the same order as last year if that's appropriate. Various people have designed merchandise in the past. Kim said Lisa Lundgren had helped in the past. Rob suggested he might know someone who could also help with design.

Jody reported students are asking for shorts. Julie said we need to find a design that's appropriate and will sell.

Jody also discussed the inventory of socks. Most of the inventory is too small for high schoolers. She asked for ideas. Several ideas were suggested, but most agreed that socks could be given away with any orders over a certain dollar amount (i.e., \$50) Jody will discuss with Michelle and will test at PTO 8th Grade Parent Coffee.

The next spirit wear sale will be in April. Exact date is not yet known. The committee is most successful when sales are near events. The board discussed various events. Jody will work with Michelle to decide best date for April. NHS Induction is April 25th, but is probably not appropriate

May 18th is the parent coffee, so there will be a Spirit Wear Sale at that event.

The membership committee would like to use the Spirit Wear closet in the Bouchard Center. Michelle is hoping to clean out the closet and remove old merchandise to make room for membership swag.

Actions: Jody to work with Michelle to identify April sales date. Kim and Rob to follow up with potential spirit wear designers.

Volunteers –

Discussion: No Report

Webmaster – Julie Boruff

Discussion: Julie reported that she has been updating the website (fundraising page).

Rob adjourned the meeting at 8:31pm

Next Meeting: Wednesday, April 5th at 7:00PM in the HCHS Community Room