

PHS Athletic Booster Club Meeting Minutes Agenda

Wednesday, September 18, 2024 (6:30 pm)

PHS ISP Hub

Purpose of Meeting — Purpose of the meeting is to conduct general business for Poolesville High School Athletic Department and Booster Members.

Welcome & Introductions

- Meeting was called to order at 6:38 pm.
- In attendance: Danielle Anderson (President), Alan Hobbs (VP), Ron Sosna (VP), Kevin Kimball (Treasurer) Karen Salovich (Secretary), Mark Carothers (Principal), Regina Grubb (AD), Lori Forcey (Chair), Ed Reed
- Quarterly Meeting dates announced: December 4, 2024; March 5, 2025; June 4, 2025

Approval of Minutes: Minutes from the June 10, 2024 meeting were approved as posted.

Principals Comments: Principal Carothers began the meeting by sharing that he and Gina have been impressed with student section at the football and flag football games. The students are having fun and being very positive and supportive.

We received official approval after a year and a half of work that the Fred Swick gymnasium and the Howard Lyles stadium naming has been approved by MCPS. Received official memo and email.

Athletic Director's Report: Regina Grubb stated that she will be working with MCPS to plan what the gym and stadium will look like with the renaming. Current thoughts are a digital image of Fred Swick's signature on the floor. Once open, there will be an unveiling with family and friends. Same idea with stadium.

Fall has been a busy season. Gina Appreciates Booster Club volunteer support. First two weeks schedule jam packed. Adding flag football to the schedule with some students playing dual sports.

For Fall - 464 registered for fall sports (30 more than last year) with 352 active on teams (subtracted the duplicates from dual sports). Highest yet. The numbers are good. Some teams are smaller this year. Volleyball over 60 girls try out – highest yet. The football program has the highest registration yet over 60.

Nothing but praise for fan support. Positive cheering and sportsmanship are seen. The students created this culture with student leaders.

Fall fundraising is live now with "School Funder". Currently over \$25K has been raised so far and does not include 3 teams or direct checks.

Senior nights:

Cross Country – 9/24 at JPMS

Golf – 9/25 at Bretton Woods

Field Hockey – 10/16 at 6 pm (week of Homecoming)

Girls Volleyball - 10/16 at JPMS

Soccer - 10/17 Boys and Girls

Flag football 10/22 6 pm

Football/cheer/poms - 10/24 and will include the Legion

Grill Team will be cooking for the events on the 16th, 17th, 22nd and 24th

Homecoming game 10/18 and dance 10/19

Girls Volleyball will be holding the Dig Pink fundraiser – date to be determined. The Cheer competition will be on 10/26 at Blair HS – PHS division will be at 10:30 am. MCPS will send out unique link to each school to purchase tickets.

Winter registration starts on 10/14.

Wrestling weight certification will be on 11/2 at Clarksburg - time TBD.

For the end of Fall season, Gina will send emails out when playoffs are scheduled.

MCPS partnered with “Our School Today” athletic website. Each school will have their own website for coaches and parents to subscribe to and receive messages or schedule changes, and it will hold rosters, schedules, and scores. Will also have a mobile app to the site. Schools can link Twitter and Instagram accounts to it. Gina did a demonstration of the new website. The website can do sponsorships, and any advertising space funds will go to the school. Coaches can add photos and game summaries if they want to. Does not include ticket purchases yet. The Booster Club website will stop posting schedules and scores and will link directly to the PHS Our School Today site for current updates. Plan to go live by the Winter season.

Treasurer’s Report: Kevin Kimball presented financial statements (Balance Sheet and Statement of Activities FY2025 as of September 17, 2024) to the meeting attendees. The Balance Sheet for FY2025 has total liabilities and net assets at \$101,591, including a change in net assets of \$11,221. Kevin presented the Statement of Activities for FY 2024, 2023, and 2022 to look at trends. Membership and Sponsorship have declined significantly. Net revenue for concession stand has increased significantly. The mulch sale, spirit wear, and program expenses remain consistent. Most expenses (operational expenses) have been for maintenance and renovations of the concession stand. Booster Club will provide \$50,000 to the Athletic Department to fund the deficit in the program expenses. Financial statements will be posted on the Booster Club website.

Kevin will work with Lori on spirit wear inventory tracking and cost of goods sold to gain better data on tracking profit margins.

Future expenses are anticipated to support the Bermuda grass practice fields and the potential to repair/replace the irrigation system in the stadium field. MCPS should fund this so we will wait for a year to see if this happens.

Motion for Jake Perkins scholarship to be approved and was seconded and in favor.

Kevin proposed we move money into an interest-bearing account to pay for the Jake Perkins scholarship. Motion was made and seconded.

COMMITTEE REPORTS

Fundraising – Danielle Anderson discussed that membership is down. Hope to push at Poolesville day.

Spirit wear – Lori Forcey

Sold over \$5,000 at Back to School Night, not including cash sales. Sold at 2 football games with sales under \$1,500.

Sponsor shirts for students sold out in the first round (Black Out theme). The Western theme was not as popular. Camo theme and Pink Out expected to be popular. Sponsors keep returning.

New for this year: black t-shirts (short and long sleeve), trucker hat, gray crewneck sweatshirt; croc charms, new magnets for flag football and pickleball.

Mark will send messages to cluster principals to promote Booster booth at Poolesville Day and post on Elementary school FB page.

Plan to sell merchandise out of the brick building in the stadium but we will need stanchions/cones to keep people away from the field. Will pressure test at next football game.

Concessions – Karen Salovich

Camden Sosna was appointed to the role of Student Concessions Manager for the Fall season. She will work 2-3 nights per week. We will be recruiting for the Spring season.

The Grill Team will be cooking for senior nights.

The Winter season will not have concessions due to the renovations to the gymnasium. Oakdale will be hosting Dorsey Duels. To make up for the concessions revenue loss we plan to return the personal brick fundraiser. We will promote in the Winter and install in the Spring.

Sponsorship – Danielle Anderson

We currently have 27 Stadium banner sponsorships with a revenue of \$8,300.

New sponsors are Bretton Woods; CBA Construction; Poolesville Tire and Auto; Potomac Financial Consultants; The Sweet Lemon. Sponsors that returned after a lapse are Cornerstone Construction; Kettler Forlines Homes; Subway.

Boosters will create a promotional flyer/pdf of sponsorship levels to email and handout.

We still have Neptune Gametime subscription (radio). We can sell advertising slots (3 or 4) for sponsors.

Exploring new spaces for sponsor banners. Space is available on the tennis courts and outfield of baseball fields. These areas are visible to the parking lot and walkway to the stadium.

NEW BUSINESS

- Review of Bylaws by committee members recommended no changes. 2024-2025 Bylaws will be posted on the Booster Club website.
- Open coaching positions: Girls JV Basketball.

OPEN FORUM - Questions

- Discussion around how to better capture membership data when joining online through PayPal. The details get lost and it's hard to track. Possible solution is to create a Membership Google form to post online.
- Discussion about Booster Club members being added to the Signup Genius for concessions, so we have visibility to number of volunteers and if help if needed.

Adjournment

Called for the meeting to be adjourned at 7:56 pm