

Minutes of East High Booster Club Meeting
September 28, 2009

Present: Nancy Barry, Jenny Carr, Pam Cotant, Kari Douglas, Janet Dyer, Ann Halbach, Ed Hughes, Jeff Hull, Jill Jokela, Dave Kapp, Chris Krueger, Jude Leimer, Connie Martin, Cheryl McCollum, Steve McKenzie, Sherry Miner, JoAnne Nelson, Judith Parish, Cathy Pierce, Vicki Ryan, Aimee Schwichtenberg, Judith Strand, Dan Wanke

The meeting was called to order at 7:00 p.m. by president Cathy Pierce.

The minutes of the August 17 meeting were approved.

Principal's Report: No principals in attendance.

AD Report: Dave Kapp

Dave reported that the four new wireless scoreboards are up in the field house and looking good. They should last for a good long time before needing to be replaced again.

Officers Reports

Treasurer's Report - Aimee

- Our accountant is wrapping up the taxes; there are no charges for this service this year due to Ruth Mathe's donation.
- A \$10,000 CD is maturing on October 1 and will be rolled over. Steve McKenzie recommended a shorter term (6 months) due to the low interest rates and there was general consensus that was a good idea. Aimee will renew for 6 months.

Committee Reports

Golf Outing - Chris

- The outing generated about \$11,013 in gross revenue; net \$7,800 raised
- There were 3 new hole sponsors this year
- Next year, we will pick a date that doesn't conflict with the district-wide staff meeting
- Everyone who participated had a great time!

Apparel - Vicki

- \$5,565 sold so far
- New available merchandise includes: blanket rolls, lanyards, pajama pants, stocking caps
- The online store, through High Impact, should be up and running sometime in October. Vicki will advertise it with handouts, business cards, banner with spirit wear sales, etc. High Impact takes care of everything on-line and mails the order to your house, with Booster Club getting a % of the sale.
- Volunteers are needed for Homecoming football spirit sales, Oct 16, 6:30 – 8:30. Vicki will also sell every day at lunch during Homecoming week and will have face painting for \$1 for homecoming night.

East on Ice - Ann

- Event will be on Friday, March 5 at the Brink Lounge at 701 E Washington.
- The tentative menu includes more casual food – pizza, fruit platter, veggie platter, pop, beer, wine
- Tickets will be \$35/person, with a goal to sell 200; due to space considerations, we will need to cap sales at 225. MB3 will provide entertainment and we will have the euchre tournament again.

Membership – Cheryl was home with the flu – no report

- We were at 224 booster memberships at last report.

Outback Steakhouse Dinner - Cathy

- Very successful night - sold 250 tickets and accommodated almost everybody. A few freshmen football players came in late and their money was refunded. Overall, made over \$1,000 and will plan to do this event again next year. The Outback manager provided coupons for free bloomin' onions.

Concessions – Cathy

- Teams are needed to sign up for remaining two football games; 8 - 9 people needed per shift
- The committee is doing really well and running smoothly
- Basketball schedules are coming out soon. Cathy will send out the basketball schedules via email before our next meeting for those who want to sign up early. We will review at the October meeting.

Fall Sports Reports:

Boys/Girls Cross Country – Cheryl McCollum

- Boys run 5k distance; girls run 2.5 miles
- Gabe Heck is fastest among the boys and is doing great. He has won two meets so far – the Watertown Invite and West Invite, and has gone under 16 minutes for a 5k. The conference meet, on October 17 at Verona, will be exciting with Gabe running against Abdou from LaFollette.
- Claire Brickson has been finishing strong for girls; always in the top 10 or top 5
- The girls and boys teams hold joint pasta parties; next meet tomorrow in Sun Prairie

Football – Vicki Ryan

- Varsity is 1 – 4, sophomores are 0-5, freshmen are doing better
- Homecoming is October 16 against LaFollette
- The team is working hard, but they have lots of injuries to overcome
- Pasta dinners are held on the Wednesday before games.

Girls Golf – Kari Douglas

- East is now fielding a full varsity with 2 freshmen; there is great camaraderie and chemistry among the girls as we head into tournament time. The team is generally playing in the middle of the pack at invites.
- At the Parker, West, East meet, Alex Douglas shot 1 under. Alex also tied for first at City, but lost in a playoff to a West golfer. It was the first time that an Edgewood girl didn't win in 10 years.
- Conference, East was 7th out of 10 teams, but was really close to 4th, 5th, and 6th place. Alex took 2nd to Brittany McNett-Emmerich (West) again; Emma Taschwer took 7th with her best score of the year (87).
- Regionals, Sectionals, State coming up; other coaches say the East girls are the nicest girls to play with!

Boys Soccer – Pam Cotant

- Halfway through the conference games; varsity is 3-2, jv purple is 5-5, frosh are 6-2
- Coach says East is very tenacious and never gives up. Next game is at Verona tomorrow.

Girls Swim – Connie Martin

- Small squad this year with 16 girls, there are several new freshmen
- Not winning a lot of duals because of the scoring system; get lots of 1st and 5th places
- Next meet is Sun Prairie this Friday; and the Madison Invite at the Nat on Saturday
- State will be November 14 at the Nat; the team is hoping for a top 3 finish
- Two banners were ordered for the 2007 state championship team, one of which is hanging in the pool. Since there isn't a good place to hang the other one in the gym, it is being redone to celebrate the 2008 runner-up team to also hang in the pool.
- The team has received several All American certificates in recent years for both individuals and relays. The coaches are trying to get permission to hang the certificates somewhere for display near the pool.

Girls Tennis – Jenny Carr

- Coach Tom Blau is doing a great job; gets to every court and watches every kid play. He is very positive and calm.
- The team had a great finish at the conference tournament; 6 of our 7 entries scored points; placed 5th overall, ahead of LaFollette and Parker
- Subsectionals are next week, will be trying to make it back to team state. Craig and Fort Atkinson are strong teams in the subsectional.
- The team had a notable victory over Edgewood earlier this year.
- The JV team finished up with 16 girls on team, 12 being freshmen. They were 1-9 for the season, but Coach Kruchten said they improved a lot during the season.

Boys/Girls Volleyball – Joanne/Cathy for Shel

- The girls won 2 matches on varsity right away, but their tallest player was injured and is probably out for season; now have had 4 losses
- Have done some fundraisers and are planning to do more for the girls team; starting to plan for the banquet
- The All City freshmen volleyball tournament is at East on October 17; this may be a team fundraising opportunity for concessions. It's Homecoming Saturday.
- The boys have won one match; they have been doing lots of tournaments, but seem to be at a height disadvantage against most teams.

Unfinished Business

Officer/Booster Rep vacancies

- Vice President is still vacant with no volunteers yet
- Secretary is still vacant with no volunteers yet
- Dance rep is vacant – although it doesn't look like it will be needed since there is no dance team
- Spirit Squad – Jill Castleberg is the new spirit squad rep

New Business

FMPS (Foundation for Madison Public Schools) Interest – Cathy

- The Booster Endowment interest gives us a little over \$1000 to spend this year
- Last year, the money was used to purchase AV equipment to film the football team and for use by other sports as well. In the past, this money was used for purchases such as Peppy's new costume.
- Cathy proposes to use the money for items for concessions, such as new nescos, a hot chocolate dispenser, and warming ovens. Cathy will bring a proposal for a concessions purchase to the meeting next month. However, the concessions items likely won't need the full amount available, so other suggestions for how to use this money are welcome.

Potential East/West alliance - Ed Hughes

- Ed is school board liaison to West this year and is interested in addressing inequities between East/West and LaFollette/Memorial due to location of athletic facilities. Ed has talked with Principal Holmes about this and he thought it was a good idea. Mike Lipp is the new AD at West.
- Would East boosters be interested in pursuing this with West and get together to talk to Dan Nerad and Erik Kass? Yes. Ann H., Jill J. and Pam C. volunteered to meet with West with Ed.

Individual Sport Fundraising Activities/Opportunities - Vicki

- Rocky Rococos is interested in working with teams; has a fundraiser card to sell
- Milios will sell certificates for sandwiches that can be used as a fundraiser
- Chili's has a "pick a day" promotion for teams to earn 25% of targeted proceeds; Pizzeria Uno and Noodle provide similar opportunities
- Judith Parish said she has info on Butter Braid and Cousin Subs fundraisers.
- Individual sports can fundraise separately; Judith Parish will deposit the money into the sport's activity account and write the checks. Money in the activity account rolls over from year to year. Judith will let you know if the account goes negative. These accounts are generally used by coaches to pay for banquets, special awards, etc.
- Judith Strand asked a question as to how a booster rep can keep track of what's in the activity account. Judith Parish responded that the coach is ultimately responsible for managing these funds and that requests for expenditures must come through the coach. Judith can run reports at any time to give you the balance of the account. There are forms for coaches to fill out for deposits/withdrawals. Judith runs accounts once a month or so to check on balances. Janet Dyer asked if booster club is willing to provide supplemental funding for an item if a team does its own fundraising, but doesn't raise enough for the item in question. Ann, Cathy, and Jill explained that the booster funding subcommittee is working on that very topic, trying to determine what would be the best use of booster funds in coordination with the district athletic budget and individual sport fundraising. The funding subcommittee plans to have a proposal for discussion at the next meeting

For the Good of East Athletics:

Mall "Good News" bulletin board

- Kari noted that somebody re-did the bulletin board in the mall, after she had recently put up several new articles. Kari has been taking care of posting items on this board for the past couple of years. Judith Parish said that the bulletin boards in the building, in general, had been neglected and a teacher was recently assigned to re-do them, likely without realizing the "good news" board was being actively updated. Judith will pass along the message that Kari would like to continue to maintain that particular bulletin board.

Kari noted that West is showing up at athletic events with a big "West" flag. Would it be possible to do that for East? Cheryl ordered the East flags a couple of years ago. One could be given to the athletic dept to check out for athletic events.

Kari also had a question about MMSD's policy on religious holiday observances (high holy days) and athletic competition conflicts. In some cases, events need to be re-scheduled and in some cases, MMSD athletes are unable to participate. Ed Hughes noted that this is not an official board policy as far as he can discern. This policy may be changing in the next couple of months.

Having no further business, the meeting was adjourned at 8:15 p.m. The next meeting will be held in the East LMC on **Monday, October 19th, at 7:00 p.m.**

Respectfully submitted,

Jill Jokela, Recording Secretary