

Minutes of East High Booster Club Meeting
August 17, 2009

Present: Nancy Barry, Tom Brokaw, Leigh Ellen Caro-Leverich, Jenny Carr, Pam Cotant, Kari Douglas, Shel Gross, Ann Halbach, John Horn, Jeffery Hull, Jill Jokela, Dave Kapp, Chris Krueger, Cheryl McCollum, Steve McKenzie, Sherry Miner, Judith Parish, Cheryl Parzych Cathy Pierce, Kathy Porter, Vicki Ryan, Heidi Sahel, Aimee Schwichtenberg, Judith Strand, Jill Wanke

The meeting was called to order at 7:00 p.m. by Ann Halbach.

Ann started with introductions around the table for the benefit of several new booster club attendees. She also directed folks to posterboards for sign up for various booster activities, such as the concessions committee, golf outing, East on Ice, spiritwear, etc.

The minutes of the May and June meetings were approved.

Nomination for President:

Cathy Pierce was nominated to be the new booster club president. A motion to approve Cathy as president was made by Vicki Ryan, seconded by Chris Krueger, and unanimously approved the membership in attendance. Congratulations Cathy! Cathy took over running the meeting at this point.

AD Report: Dave Kapp

Dave noted that this was his first fall being full-time at East from the start of the year and Judith's first fall as well.

Dave reported that the football field by the field house is coming along nicely, the Demetral football field is beautiful, and the Demetral soccer field is almost done. The other soccer field and football field at Demetral will be done next summer. The Demetral work was done with maintenance referendum money. On the advice of the grounds crew, freshmen soccer games are being played at Burr Jones this season in order to let the new grass take on the redone field. The Demetral football field will be ready when all parties sign off on project – there are still a few things left to complete, then the fencing will come down and the sophomore games will be played there this season. The Tiziani family, Roman Ryan, and Tim Healy donated to redo the fieldhouse football field. It was suggested that Booster Club send a thank you.

Dave reported that the year is starting off well. Mary Kelley, former Black Hawk principal, was announced today as the interim principal for East this year. Jay Marinan, from Milwaukee Public Schools, is the new assistant principal filling Rick Rogness's vacancy. Mary will be invited to future Booster Club meetings.

Dave reported the following coaching updates:

David Harris, current boys soccer coach, will also coach the girls in the spring.

Rick Monson resigned as softball coach to become the pitching coach at Edgewood College.

Chad Gunnelson will be the girls track head coach; Nancy Gritt will be the boys head coach.

Tom Blau is the new girls tennis coach, boys coach John Wheeler has been deployed to Afghanistan, but is expected back in March in time for the boys season.

Concessions Report: Cathy Pierce

Cathy passed around the signup sheet for concessions for the first three home football games and explained the general requirements for concessions - 9 people needed for each shift, small teams must sign up for concessions at least once during the year; big teams must sign up to do concessions at least twice.

Three new parents have joined the concessions committee this year – welcome and thank you to Pam Polenz, Ruth Finn, and Moria Lafayette. The committee is doing a walkthrough at LaFollette, helping with ordering, inventory, etc.

The new Pepsi contract is complete. Pepsi donated a chair and rolling backpack for the golf outing raffle. As part of the contract, Pepsi will provide a cash payment each year and produce signs for the golf outing and other non-school sponsored events (the banners have the Pepsi logo). The specs for the signs are as follows:

Outside – Requirements: Maximums - 3 lines, 17 characters per line counting spaces

Inside – Requirements: Maximums - 4 lines, 21 characters per line counting spaces
If you are interested in signs for an event, contact Cathy and she will work with the Pepsi rep.

All Sports Night Update:

All Sports Night is Thursday, August 27. Cathy is pre-selling Outback Steakhouse dinner tickets for \$10. Dinner will start serving at 5:00 p.m. Cathy and Theresa McKenzie will be selling soda. We need to sell 150 tickets to break even.

At All Sports Night, fall sports will break out individually, and winter and spring sports will likely meet in another area together. The plan is for Dave Kapp, Superintendent Nerad, and trainer Pat Hills-Meyer to speak. Alan Harris was going to say a few words, so Mary Kelley will probably do that as well. A booster club rep should also speak to promote booster club. Vicki will be selling spirit wear that night and Cheryl will have Booster Club membership brochures available to pass out. The meeting starts in the spec gym at 6:30.

Publicity Opportunities:

Booster club materials will be available at registration along with spirit wear sales. Some coaches are also planning to recruit more athletes at registration.

Vicki will sell spirit wear at Back to School Night on Monday, September 21.

The next booster club meeting will be Monday, September 28. Please feel free to invite others to attend.

Golf Outing Update: Chris Krueger

We are still in need of raffle prizes and auction items from teams, and also need help on August 31st to work the event. Several committee members are also golfing, so we will need people to help during registration, be a hole-in-one monitor, help with lunch, etc. Subway will be providing lunch and Pizzeria Uno will provide dinner. We are also looking for a team to help with clean up after dinner. Note for next year -- avoid scheduling this event the same day as the district's all staff meeting!

Spirit Wear Update: Vicki Ryan

The new spirit wear design for this year reads "Purple and Gold – Madison East". Vicki has t-shirts, sweatshirts, sweatpants, etc, and has tried to keep the cost down so more people will buy and wear spirit wear. The t-shirts come in four colors (purple, gold, gray, white) and are being sold for \$10. Vicki is also working on getting an on-line store going through High Impact. If there are any particular items that people want to have available, please let Vicki know.

Spirit wear will be sold at the football games, registration, etc. A signup sheet for helpers was passed around.

Fall Sports Reports:

Football – Vicki Ryan

- 35 varsity players, 33 freshmen, 27 sophomores
- Currently doing "gold card" sale; this is the football team's biggest fundraiser
- Scrimmaged on Saturday at Warner and had parent picnic; scrimmaging at Beaver Dam next

Boy Soccer – Pam Cotant

- 75 boys out so far
- Scrimmaged against Waunakee on Saturday; playing at Arrowhead tomorrow
- \$300 raised at Rhythm and Booms, staffing concessions; will be doing Orton Park festival
- Spirit wear order going out

Girls Swim – Jill Wanke for Connie Martin

- 20 kids or so on the teams
- Conditions in pool haven't been the greatest; the water is too hot
- First meet is Aug 28th at East against Middleton

Girls Tennis – Jenny Carr

- 9 players have been chosen for varsity, there are 4 girls contending for the final spot
- Should have 12 players at least for jv
- Will play at Waukesha this week, and have an overnight in Green Bay next week

Girls Golf – Kari Douglas

- Have 7 golfers; 4 freshmen, some will be brought up to varsity soon – this is a rebuilding year
- At the Edgewood Invite, Alex Douglas got 4th overall, but was the only East player
- Golf boot camp this week, with 3 days in a row with meets
- Should have a full complement of varsity players by the end of the week

Boys/Girls Cross Country – Cheryl McCollum/Leigh Ellen

- For boys, only 7 showed up, only 1 freshman; will need to recruit a few more boys
- For girls, don't know exact count, but there are a good number of seniors
- Chantel had given out a training program for the girls to follow this summer to keep in shape
- Watertown will be the first meet for both teams on August 29th

Boys Volleyball – Shel Gross

- Starting next week, should be getting a good number of players
- Did two fundraisers over the summer

Old Business:

Fund raising ideas for Sports Reps - Cathy

- Are people interested in finding out about fundraising opportunities? Consensus was “Yes”!
- Cathy will put together an informational sheet on fundraising ideas to post on the Booster website.

Funding Group Report – Shel

- The group is learning a lot about athletic funding from district and how it works, and would like to meet with Dave Kapp prior to the next Booster Club meeting to flesh out some ideas.
- Aimee created a proposed budget for this year as a result of the group's discussions:
 - Took numbers from last year and cut by 15% due to economy being down and anticipating somewhat less ability to fundraise
 - Biggest cut was in coaching clinic allocation – cut by 50% to 3,000 - \$125 per sport
 - Included commitment for scoreboard, \$1000 for endowment, and \$1000 for special funding requests (\$333/season)
 - \$19,259.54 left to distribute this year; compared to \$29,000 last year
- Considering maybe doing a formula allocation; with a base amount for each team and a per player add-on amount. These amounts could be determined and allocated at the beginning of the year, so each coach knew how much funding Booster Club was making available to them.
- Considering incentives based on Booster Club participation by parents in each sport
- Note: Booster memberships are up this year; had 80 last year at this time and have 115 so far this year. East sells significantly more Booster Club passes than the other high schools
- Note: Sports participation numbers are uncertain at this point; some sports seems to be up and others are down; will know in a few weeks.
- If anybody has ideas or questions, please direct them to the funding committee...or join the committee!

Booster Rep Vacancies

- Still need a vice president and secretary; please let Cathy know if you have potential candidates
- Also need new reps for dance team and spirit squad (maybe Castleberg?)

For the Good of East Athletics:

Please cc: Judith Parish on all emails that you send to your teams, so she has the same information available in case a parent calls school. Judith's email is jparish@madison.k12.wi.us.

Sherry Miner reported that the format for the Booster Club website will be changing. Our website is hosted by Madison.com communities pages. The conversion to the new format is behind schedule, but at some point in the future the website may look different.

Cathy thanked all in attendance, especially all the new people attending Booster Club for the first time.

Having no further business, the meeting was adjourned at 8:30 p.m. The next meeting will be held in the East LMC on **Monday, September 28th, at 7:00 p.m.**

Respectfully submitted,

Jill Jokela, Recording Secretary