

## WFHS Booster Club Meeting

Tuesday October 1, 2024 6:00

### 1. Welcome – President Sarah Chapman

### 2. Athletic Directors Report – Athletic Director Jeff Dunbar

Field maintainece update - \$1700 for dirt.

There is no concession stand inspection necessary because we do not prepare food, we cater it in. This was confirmed in a phone call between Sarah Chapman and the health inspector.

Capital projects update: the wall of fame is ordered.

We will honor previous tickets for rained out events.

Winter sports parent meeting is November 4<sup>th</sup>.

Homecoming week and all it's activities is coming up.

### 3. Treasurer's Report – Melanie Sweeny

Budget Update:

Checking:     \$151,276.19

Team acts:     \$93,499.83

Year to Date:

\$57,463 in sponsorhips

\$24,690 cougar passes

\$775 senior paws

### 4. New Business

Health department not permitting the concession stand.

Soccer Memorial Scholarship Basket Raffle:

Discussion about finding an electronic ticket format as opposed to paper ticket. Robyn Thompson brought up Zeffy as an option and shared information about Zeffy; they don't charge anything, but must disclose bank account information. Questions about how often the deposit, daily? Batches? Cut a check?

Soccer is wanting to start selling on the 15<sup>th</sup>. Michael Helfrich is going to try and get a third party assessment of Zeffy for due diligence. We would need to provide Zeffy with an email address associated with ABC.

Sponsorship Review:

Sponsors sponsor the WFHS athletic programs, donations can be designated towards a specific sport.

BoosterBucks report:

Golf and Gymnastics have run fundraisers through Boosterhub. Golf raised \$5,305 & Gymnastics raised \$1,860. Boosterhub suggests putting the public goal 15-20% higher than your actual goal. Gymnastics reps received feedback that they were contacted too much, almost daily. Can we adjust the frequency on different campaigns?

BoosterBucks charges the donor the transaction fee and withholds 5% to run the campaign.

The Booster Club takes 10% of fundraisers to the general fund that benefits the school and ALL athletic programs.

Discussion on Sponsorships vs Donations:

There was an in-depth discussion on what a sponsorship is verse what a donation is. A sponsorship is monies given to the ABC in return for benefits (as outlined in our sponsorship tiers), and the money is deposited into the general fund. A donation is monies given that can be specified for a particular program. No benefits are received by the donor. All monies must go through the ABC per law, but donations can then be designated to a particular sport account.

Allowing sponsors to specify specific teams that they would like their monies to go to will most likely hurt the ABC, the schools athletics program as a whole, and possibly lead to bankruptcy.

Members would like a clarification on terminology; donation vs sponsorship vs fundraising. Also clarification of policy of ABC taking 10% of team fundraisers.

Suggested putting "Updating by-laws" on next agenda

Board to meet and discuss these things before next general meeting

Access Road: hoping for a temporary fix of a walkway and additional gate to be put in place by the start of the regular football season

## 5. Committee reports

### a. Apparel – Mary Barnwell, John Sweeney

One large order has been placed, delivered and sorted. This should be the apparel for the whole year. This is different than what's been done in the past with multiple smaller orders done throughout the year

Looking for volunteers to help sell at events such as Cougar Camp. You can sign up on Booster Hub

b. Concessions (ordering/restocking) – Caroline Collupy, Mike Chapman

First 2 Pepsi orders are in, Sam's order going in. Should be ready for Fall Sports and HSOT

Pepsi offers Cheerwine, so we are going to try that

Chick-fil-a will replace PDQ as chicken sandwich provider since PDQ has closed

Mt. Olive is donated product for HSOT as a pilot test, individually packages of pickles, and pickle juicers

Some Concession prices have been raised from last year

Pizza raised to \$3 (Marco's has raised their prices)

Gatorade raised to \$3

Soda raised to \$3

There is no longer a \$5 minimum for card/app usage

Football games have not been assigned to teams yet

Discussion about 50/50 raffle and what teams will be assigned to which game, and what teams will work together. Coach Faulkner has suggested that the 50/50 raffle game assignments should rotate year to year so the same teams aren't getting the good games every year. HSOT is not a great 50/50 game to be assigned because while highly attended, people do not stay to the end because their teams have already paid, so they do not participate

Buckets, signs, and tickets for the 50/50 raffle are provided

c. BoosterHub Website – Open/Sarah Chapman, Beth Kozar

d. Corporate Sponsorship – Melanie Sweeney, Amy Warren

Sponsors needing a new sign need to have the information/logo in by August 12 to have their banner hung by HSOT (August 17)

Some of our new Sponsor this year: Village Deli, Smithfield's, Patronies, Raleigh Orthodontics, State Fair

Per John Schultz we have 21 sponsorships that we have collected payment from (\$51,000) and 24 not collected yet (\$38,000). These numbers include "in-kind" sponsorships

New Idea for a "Cougar Club" pitched by Jodi Helfrich and Melvin McLawhorn:

Create a cougar club for corporate sponsorships, make a nice area by the field house. Provide good seating, and maybe complimentary water and popcorn. This could maybe lead to more corporate sponsorships. Concerns about logistics and need for more volunteers brought up. It was decided that the board will do more research and take a vote so that the decision can be made sooner than waiting until the next general meeting (September)

e. Fundraising Event – Tamar Harris Warren

Planned events are Reverse Raffle (date already set 2/20, and this is after spring sport tryouts), HSOT, and Golf Tournament

f. Cougar Pass – Amy Warren Dowdle

Passes are here from the printer and getting ready to be mailed out. They were misprinted with "Media Pass" instead of "Cougar Pass", but there is no time to be reprinted and sent out in time for first home games.

g. Social Media Graphics – Mary Barnwell

Technical issues are being dealt with

h. Scholarship – leadership is open

i. Senior Cougar Paws - Heather Marsallo

Templates were planned to be painted this week, but will be delayed because of rain. Only templates will be painted by Booster Club, it is up to each parent who purchases to paint name, number and sport.