



DHS Athletic Booster Club 10-6-21 Meeting Minutes

Attendees:

Mindy Schwartz-Oliver, President
Kellie Hottel, Treasurer
Cliff Elgin, AD
Lisa Tievy, Membership
Danielle Rozier
Ashly Richardson – Communications
Namita Dua – Concessions/At Large

Call to Order: 6:48 pm

Kellie made a motion to approve the September meeting minutes and it was seconded by Lisa. The minutes were unanimously approved with no questions.

Reports:

President: Mindy

To date we have raised \$45,000 in sponsorship sales with \$2,400 to collect and 3-4 additional sponsors still outstanding. Gym banners have printed/given to DHS to install. If more sponsors come in, we will hang a second banner to account for new sponsors.

Our 2022 scholarship committee chairperson will be Danielle Rozier. Mindy will get Danielle set up with the checklist, updated application/rules, and email account. Things won't really start until after the new year. We will put out a request for committee members once the email account is set up, it's currently still in the hands of last year's chairperson.

We are in dire need of a volunteer coordinator and an active/running list of volunteers we can tap into whenever we have a need. The idea here is that board members can work with this coordinator when they find they are short and in need of help for a particular task. This position used to exist on the Booster board years ago but has since fallen off. The Board agrees, and the by-laws allow, for us to appoint a new person to be voted into this position. **Mindy** will put out a few feelers to find someone to fill this role. In the meantime, **Namita** will share her volunteer spreadsheet with Mindy to put up onto google drive/share with the group for others to review/comment.

Treasurer: Kellie

The Treasurer's Report is attached and was passed out at the meeting. Kellie reported that \$2,000 was raised in Membership dues but we are still awaiting the PTSA true-up which is a bit delayed due to their software update. Concessions is currently at \$8,100 in profit. Merchandise is showing a profit of \$9800 but this number is off as some revenue/expense invoices haven't hit yet. Currently there are no concerns.

Membership: Lisa

We have roughly 100 new members YTD and 6 new patrons. We are awaiting approximately \$1800 from the PTSA from joint Memberships.

Merchandise: Mindy for Robyn

SWARM shirts are going well. We still have gold rush/camo themed shirts left but sold out of the neon shirts. We ordered more of the gold rush/camo shirts than the neon shirts since we adjusted the neon quantity. MD is the next themed shirt for the October 22nd game, going to order 250 and sponsored by Tom & Ray's. Undecided if we will do a playoff swarm shirt.

Board shirts are on hold until we have a Boosters logo, which is in progress.

All new 2022 merchandise has arrived and selling.

Concessions: Namita

Things are starting to settle down in concessions, running a bit smoother although our last home game had 6 volunteers no-show. Mindy asked for a list of equipment needs for the concession stand so the Board can vote on the items. **Namita/Danielle** will meet to discuss and create a list for reaction next meeting.

Namita/Danielle would like to investigate getting a new sign for the concession stand and naming the stand. Several ideas for a name were tossed out, SWARM Shack was the lead runner. **Mindy** needs to reach out to a sign company to get costs for a sign.

Communications: Ashly

Powder Puff was last night, we had \$1,700 at the gate and \$680 in concessions. We had a much larger turnout than expected. A few changes will be put into place for next year's game because of things that didn't go well this year. Overall, despite the crowds, the event ran smoothly.

Ashly to remove the golf tourney and add FB/Insta to our website.

Dynamic Pay webpage is on hold until we get copy from **Steve**, which is coming late this weekend.

Kellie to connect with Brittany to see if she has time to design this page for us as well as check on the logo development and will get back to Mindy. We may need to seek the help of another designer.

Mindy asked **Ashly** to please research the website calendar feature so all Board meetings/games can be automatically populated on our calendars.

Fundraising: Mindy

The Dynamic Pay fundraiser is set to launch in mid to late October and will be marketed for about 6 weeks. The cards sell for \$25 of which \$10 goes to Booster Club and \$10 to the buyers virtual wallet and \$5 goes to Dynamic Pay. We are awaiting Steve's write-ups to get the web page live before starting to market it to the school. Mindy has a timeline from Steve on the rollout plan for the program, still hoping to get this to market for holiday shopping.

Family photo fundraiser will have to be pushed to Spring due to Mindy's bandwidth in being able to organize it. Looking for a new photographer.

New Business: Mindy

A vote was taken for, and the board approved, a new coffee pot in the concession stand. Mindy will purchase a new pot for \$105.

Cliff asked for spending on: two 4x6 rugs for outside the AD's office/Main gym entrance at a cost of \$530; one 3x20 runner for the entrance of the aux gym at \$700; and a windscreen for the softball home dugout at roughly \$1,070 (price quote is forthcoming from the vendor). Board unanimously approved the spending of \$2,300 for above reference items. Cliff will proceed and process the invoice with Kellie.

Other items for future spending review/vote include: a new computer for Kellie (**Kellie** to research black Friday sales when the time comes) and stadium signage along the back fence of the bleachers. We will need to measure the bleacher fence and get a price from Lyle and determine what we want it to say. This will not be a sponsored item.

Admin: Cliff

Fall is coming along. Awaiting status of our playoff schedule. If we get home advantage for football first home game would be Nov 5th.

Winter registration to open soon, we still can't have concessions and all athletes must be vaccinated to participate. Mindy shared that we can't bring in a food truck outside for winter games because MCPS doesn't want people inside eating w/o masks. No word yet if MCPS will place capacity limits on indoor games this winter.

Season Passes will be sold at the Merchandise table during home football games, but the money will be kept separate from merchandise sales money. **Mindy** will need to add this to Mark's announcements, have a sign for Robyn, and put on social media. The adult passes are \$70 for a year and \$30 a season.

Cliff is awaiting word from Gladhill on the fate of his gator. He's hoping he can pay to have it fixed/trade it in for a new one. This request for financial assistance to Boosters is forthcoming.

The meeting was adjourned at 8:06pm.