

September 14, 2026

East High School Booster Club Meeting

Booster Board Members present: Susan Parsons, Tracy Burrus, Becca Schwei, Kaitlin McDonough, Sunny McDaniel

Boosters members present: Becky Bush, Emily Zoeller, Heather Stouder, Gina Richardson, Shelley Nelson, Athletic Director TJ Rogness, Principal Patrice Haste, Kat O’Callaghan, Jen, Adam Hinterthuer, Joe Fahrenkrug, Irene Freymiller, Tony Sturm, Trish Grant, Patrick Grant, Aleen Tierney, Sam McDaniel, Bobby Bennett, Echnaton Vedder, Kerry Martin, Leah Evans

1. Welcome and Introductions

- a. Brief overview of agenda
- b. If you haven’t already, please sign in and make yourself a name tag
- c. Introduce yourself with name, connection to East HS
- d. Board quorum count

2. Booster Club Goals

We are an all-school Boosters!

- a. Support Engagement – raise money to support student engagement in extracurricular activities at East (e.g., grants to teams and clubs, funding to AD for summer speed and strength program)
- b. Increase Engagement – partner with the school to increase student and caregiver engagement in extracurricular activities (e.g., pack the stands nights; Party for Purgolders - opportunities for parents to get to know each other)
- c. Current Board: 5 current members (but looking for more) + lots of amazing volunteers

3. Future Meetings – 5 more meetings (Mondays 6:30 – 7:30 + 30-minute committee meetings to follow)

- a. Grant meetings – October 26, February 1, April 12
- b. Business meeting – December 14
Board member elections, by-laws review
- c. End of Year Meeting – May 17
Plans for next academic year, including next year’s Giving Plan (which is driven by funds raised during the current year)

4. 2026-27 \$60,000 Giving Plan

Very robust Booster Club pre-Covid (albeit sports only) with significant funds in reserves – that is enabling our Giving Plan. Gave away \$26K last year, which included club/team grants as well as all-school initiatives (e.g., senior yard signs, staff meals at conferences)

- a. \$15,000 in grants / \$5,000 per grant cycle

This is slightly less than last year. More guidance in place this year re: what we prefer to fund, how to apply.

- i. Fall – vote on October 26
- ii. Winter – vote on February 1
- iii. Spring – vote on April 12

- b. \$15,000 for capital investment

- i. School signage

Administrative Assistant Janelle has made temporary laminated signage – this grant will enable the purchase and installation of more permanent wayfinding signage (e.g., classroom numbers, cafeteria, field house, etc). Signage would note that it's a gift from the Boosters.

- c. \$15,000 to the Principal

- i. Presentation by Principal Haste

Will be used in several ways:

Logo Rugs at Door 2: *Carpet in vestibule by welcome center does not hold up to heavy traffic and weather. Would install mats with East logo/signage that would brighten the space, establish an identity, welcome families. Also some placements at Door 4.*

Staff Celebration: *Last year, Boosters funded meals during parent-teacher conferences. This grant would enable the school to support those meals, as well as Staff Appreciation week.*

Student supports: *Any leftover funds would build up student supports, such as school supplies, backpacks and smaller pieces that are always in need, but do not have specific discretionary funding.*

Question: Is \$15K sufficient? It depends. This will help with rugs in high-priority areas, but the goal would be to continue to build on this initiative in future years.

- ii. Vote

Motion to approve made by Patrick Grant, seconded by Gina Richardson. Approved.

- d. \$15,000 to Athletic Department

i. Presentation by AD TJ Rogness

Funding would be used for the athletic department's subscription to the Hudl video platform. Cutting-edge and industry standard for video storage, analytics, usage. Has significantly expanded beyond just football – volleyball, soccer, basketball, wrestling, lacrosse. Coming soon: baseball, softball, tennis, swim.

Hudl breaks down into three components:

-Hardware. *Cameras that take footage of games and practices and store it in the cloud. Coaches and players can access via the Internet once they're signed into the platform. Very valuable for coaches to create game plans, evaluate opponents' game performances, and coach team members. Hardware is included in the subscription (e.g., Boosters funding will not be used for an infrastructure investment) and updates are included as part of the subscription service. Hudl cameras were hardwired into the field house during the recent renovation.*

-Streaming capability. *Games can be livestreamed so family (and potential donors) will be able to access games remotely. There is an opportunity to sell sponsorships to livestreams – potential revenue generator.*

-Student highlight reels. *This gives every student-athlete the opportunity to build a highlight reel for free that they can use for their own purposes (e.g., club tryouts, athletic scholarships, recruitment), eliminating the need to use a paid service.*

-Will reach 75-80% of student athletes with this technology. As the technology develops, more sports will be included.

- This is a subscription that gets paid annually, by cobbling together small amounts from each team's part of the athletic department's budget. The impact of this is, for example, 10 fewer balls are purchased for the basketball team, a couple less implements are purchased for the track team. This grant would allow the Athletic Department to use all team funds toward their intended purposes.

-Question: does the subscription include maintenance? Yes.

- Question: are there any success stories? Volleyball player highlight reels; basketball practice review/comparison.

- Question: is there demand for live streaming and could we charge for it? Yes, the opportunity exists – however, East hasn't chosen to make this a pay-per-view as we don't feel this is right.

- Question: How much does the subscription cost, and will this grant cover it? Subscription is slightly more than \$15K – this grant would cover most of it.

- Question: Is there hardware for teams that practice outside of facilities? Yes – there is a mobile flex cam, primarily for soccer, and we could get a second one. Will also be getting a new camera for the turf field.

- Question: What about privacy concerns and student likenesses being in the possession of a privately owned company? Can footage be removed if there is an incident or concern? - As part of signing up, student athletes give permission for their likeness to be used. What happens in games is considered a public setting (as it would be if you were watching in person), so Hudl games are public. However, practices are private and coaches (or ADs) are the only ones who can release film from practice settings. 99% of the country has Hudl.

Vote

Motion to approve: Gina Richardson, second: Sam McDaniel. Motion passes.

5. Fundraising Plan + Ways to get involved

Raised \$20K last year. Hoping to raise more this year so we can have a robust giving plan next year as well.

Principal Haste notes that it's very helpful for the school to be able to use the Boosters as a mechanism to accept donations. They can be directed to specific activities/teams, or to the Principal or AD fund, via the website. Boosters have handled over \$15K in direct donations so far in 2026. Flyers with QR codes are available at alumni events and building tours, and can also be put up around town (inquire with the office). While people can make donations to East through the Madison Public Schools Foundation, the foundation takes a significant percentage off the top (which is spread amongst all MMSD schools). Directions to Boosters benefit East.

Question: Is there a mechanism for making a recurring donation? Not yet but we are looking into it.

Question: Are the Boosters a nonprofit? Yes, we are a certified 501(c)(3).

a. Concessions (Fall and Winter) – Tracy Burrus

First year Boosters are doing this post-Covid. Staff member who had been

handling concessions asked Boosters to take over.

Teams and clubs volunteer to staff and get paid for their time.

- i. Open/closers (Fall: Girls Volleyball, Boys Volleyball, Football) (Winter: Girls Basketball, Boys Basketball, Wrestling)
 - ii. Purchasing and inventory
 - iii. Volunteer coordination
 - iv. Ad Hoc Volunteering
- b. Fall Fundraiser (summer – December): Silent Auction – Becca Schwei
First time we're doing a silent auction. Not tied to an event, will be online. Goal is to have everything up in early November; online auction will run into early December.
- i. Coordinator
 - ii. Soliciting donations
 - iii. Organizing donations
 - iv. Outreach to drive bids
 - v. Distribution (Monday, December 14 at East HS) - ***CORRECTION***, *this is the 14th, same day as Boosters business meeting (initially had December 7 listed as the distribution date on the written agenda)*
- c. Winter Fundraiser (December – February): Great Eastside Bakeoff – Kaitlin McDonough
Both a bake sale and a baking contest.
- i. Committee Members
 - ii. Volunteer day of (Saturday, February 13 at Goodman Center)
- d. Spring Fundraiser (February – April): Party for Purgolders – Susan Parsons
Third year doing this. Open to anyone who wants to support East – mostly parents, coaches/staff, alums.
- i. Committee members for planning event
 - ii. Soliciting donations (this is a great role for those who need flexibility - can be done on your own time)
 - iii. Volunteers for the day of the event – Saturday, April 17, 2027, at the Elks Lodge
- e. Apparel (full year) – Kaitlin McDonough
Pop up sales: if you are a parent of a kid in the music department, we sell at these events.
- i. Purchasing and inventory
 - ii. Merch Pop-Up Sales (Fall – Spring: choir concerts, band concerts, musical, Pack the Stands, Reunions)

- f. Coffee Sales (full year) - Sunny McDaniel
Last year, we sold coffee with student artwork – mostly at concerts, but will also sell at concessions. Work with art teacher to collect art; work with vendor to create customer labels; track inventory.
 - i. 26-27 Coordinator
- g. Dining Out Series (summer 2027; academic year) – Sunny McDaniel
Heavy lift is in the summer to get the full year schedule lined up, then tracking.
 - i. 27-28 Coordinator
- h. 50/50 Raffles (academic year) – Kaitlin McDonough
We have a raffle license – would like to do more at sporting events, in addition to P4P.
 - i. Coordinator
- i. Outreach and membership (full year) – Sunny McDaniel
Need membership outreach and recruitment to help with community building. Could be doing A LOT more with alumni.
 - i. Coordinate new membership activities – Table Wine before musical, etc.
 - ii. Outreach to community papers
 - iii. Coordination with middle schools
 - iv. Alumni outreach and Reunions – *sold on average \$250 at each of the reunion events. Need more ideas to engage alums.*
 - v. Festivals (Orton, Eken)
 - vi. Goodman Thanksgiving Basket Food Drive lead (2026)
- j. New Ideas – Susan Parsons

6. Open house

~~7. Committee Meetings – canceled due to time constraints~~

- ~~a. Concessions~~
- ~~b. Silent Auction~~
- ~~c. Bake Off~~

Board Member Report Outs

- 1. President
 - a. Mapped out the 2026-27 meeting schedule so that each meeting has a primary purpose

- b. Established a giving plan for the 2026-2027 school year and a fundraising plan for the year
 - c. Updated the Grants process and timeline
 - d. Working with VP to identify Booster Club Liaisons for each team
 - e. Current lead for Silent Auction
 - f. Meeting with Principal Haste once per month
2. Vice President
- a. Concessions – Boosters have begun managing concessions starting fall 2026 and are currently looking for one or more volunteers interested in supporting concessions by taking on various roles
 - i. Open/Closer
 - ii. Purchasing and Inventory
 - b. Apparel – EHS Boosters strive to offer apparel at the lowest cost possible to EHS families, students, and alumni groups through on-hand merchandise as well as online apparel stores.
 - c. Pack the Stands – currently reach out to Coaches to find a date to promote Pack the Stands nights for teams. Would ideally like to expand this to include giveaways to first 100 spectators
 - d. Reunions – coordinated with school administrators to offer information to alumni on how the EHS Booster Club can support reunion activities with table linens, merchandise sales, and class donation links
3. Treasurer
- a. Reports will be prepared monthly
 - b. Goal to have all donations and concession volunteer funds distributed to clubs/activities by the 5th of the following month.
 - c. Big picture summary:

General Boosters Fund

Balance as of July 29	\$ 84,006.93
Grants allocated for 26-27 school year	\$ (60,000.00)
Concessions operating expenses and equipment	\$ (10,000.00)
Expenses - apparel, stickers, festival tent, etc.	\$ (3,762.08)
Deposits - Orton Park, apparel sales, interest	\$ 198.50

Balance as of August 31, 2026 \$ 10,443.35

Concessions Fund

Concessions balance as of July 29	\$ 10,000.00
Expenses - start-up food costs, shelving, warmers	\$ (2,717.54)

Balance as of August 31, 2026 \$ 7,282.46

4. Secretary

- Presented at East staff inservice on ways Boosters can support clubs, teams and staff: Donations page, Grants program, POS loaners, event promotion.
- Updated the website to improve clarity and usability:
 - Refreshed front page to be more user-friendly and to reflect the 2026–27 meeting schedule.
 - Reworked Student Support page to better align with fundraising.
 - Revised About Us page to clarify board contact info, incorporate the new treasurer details, reorganize last year's minutes for transparency, and make space for this year's minutes.
 - Updated Grant page and application form to reflect the newly approved process and make expectations clearer for staff.
 - Updated Donate form to reflect current-year clubs.
 - Improved Get Involved Volunteer Calendar so users can view the full month at once, and see open/filled quantities for shifts.
 - Added new volunteers and donors to the mailing list.
- Created a full-year Save the Date calendar for Boosters meetings and major fundraisers.
- Built out the full-year Dining Out series.
- Printed Save the Date postcards (Boosters meetings on one side, Dining Out on the other) for distribution at open house, meetings, and concessions.
- Promoted concession volunteer needs, Chipotle Dining Out, the Dining Out series, early volunteer shifts, the September meeting reminder, Fall Pack the Standards, and Food 4 U pantry request via the mailing list.
- Constant Contact (mailing list) engagement remains strong: 35 new subscribers (9% growth) in past 30 days; 408 total subscribers; average 63% open rate.
- Upcoming communications: Concessions Volunteers, Silent Auction involvement, ICYMI 25-26 Impact Report.

5. Fundraising

- Solicited donation of 32 Auctions online software platform
- Built out donation form for silent auction on the Boosters' website:
<https://www.easthighboosters.org/silent-auction/>
- Sent out communications for and organized a summer planning meeting for silent auction volunteers
- Created flyer for silent auction with QR code (please take some to post in the community!)
- Began uploading descriptions and photos of auction donations so far.

- Currently reviewing and finalizing contract with the Elks Club for Party for Purgolders 2027
- Filed legal representative form with IRS for resolution of tax issues carried over from the pandemic years when the Boosters club was inactive