

Booster Club Meeting – 6:30 PM

April 13, 2026

Board Member Attendees: Becca Schwei, Susan Parsons, Erin Walker, Tracy Burrus

Board Member Absent: Sunny McDaniel

Acting Secretary: Tracy Burrus

Additional Meeting Attendees: Irene Freymiller, Becky Olm, Trish Grant

1. Welcome and Introductions

- a. If you haven't already, please sign-in and make yourself a name tent
- b. Intro: Tell us your name, your connection to East, and spring break memory – recent or past
- c. Board quorum count

2. Party for Purgolders -

- a. WHEN: April 25 from 7-11pm at the Elks Lodge
 - b. MUSIC: VO5 band is booked to play
 - c. VIBE: school spirit and 70s glam. Wear East Purgolders swag and/or your best disco outfit!
 - d. PLAN: There will be additional fundraising opportunities at the event: bring cash for the prize wheel and 50/50 raffle. Venmo, PayPal, credit cards will be accepted too, but cash is faster and easier for volunteers.
- i. Will have “celebrity” bartender – looking for suggestions and volunteers
- e. HOW CAN I HELP?
- i. **Buy your tickets now:** Link and QR code below. Don't wait! Prices go up April 21.
- ii. **Spread the word.** Text or email the ticket link to friends & neighbors. Grab flyers today to post at work or in the community.
 - iii. **Volunteer.** We are still looking for volunteers for a few key roles. Sign up at the link below and ask a friend to sign up too.
 - iv. KEY LINKS FOR PARTY FOR PURGOLDERS

PARTY FOR PURGOLDERS TICKETS!



***TICKET PURCHASES: bit.ly/boosters-tickets (or use the QR code to left) ***VOLUNTEER SIGNUP: bit.ly/pfp-help Questions about Party for Purgolders? Reach out to Susan Parsons: fundraising@mehsboosters.org

Susan separated QR codes for tracking separate fundraising efforts

104 tickets sold - \$5,370 (\$470 in donations above ticket purchase)

- *Getting out the word in various ways (Peachjar, Coaches/Club Advisor Email, Purgolder Press, some external media)*
- *Raffle sale – added a few more; two people on each shift; entry door team; Susan made some signs for raffle teams to walk around and hold up*
- *Main goal is to keep spreading the word to sell tickets*
- *Volunteer count – 40 people*
- *Flyers available for distribution*
- *Celebrity bartender/signature cocktail*
- *Elks is good with celebrity guest pouring a premade batch drink and not behind the bar*
- *Susan has a bartender friend that came up with a Gin, Lemon Juice, Simple Syrup Sour type drink that will have gold flakes in it (edible gold flakes)*
- *The drink should be purple in color with the gold flakes*
- *Martin Foy – “The Gin Penant” (I didn’t get the last name)*
- *Looking for celebrity guests*
- *Ideas included: coaches, John Stofflet, Michael Bruno, Kelda Roys, Principal Haste*
- *30-minute shifts for celebrity*
- *Check with the band/get a list of people who help the band so we can account for people who show up and say “I’m with the band”*

3. Giving Process Going Forward

- a. Proposal: Each year in May the Booster Club establishes a giving plan for upcoming school year based on (savings + funding raised) – (reserves + expected costs for next school year) Verbatim from written agenda
- i. Because we have so much in savings now, we don’t have to “earn as we spend”
 - b. After covering \$2,500 in operating expenses, propose splitting funding
 - i. 25% to capital investment – Will vote on what the capital investment is at May meeting
 - ii. 25% to principal
 - iii. 25% to athletics
 - iv. 25% in grants and community building activities
 - c. The board will come to the May meeting with a proposed 2026/2027 School Year giving plan
- i. Expect to keep around \$20K in reserves in case of emergency
 - d. For 2027/2028 School Year, will give out what we raised in 2026/2027 + any funding not used in 2026/2027 school year

- *Example of items we may need to purchase as a result of Boosters managing concessions beginning Fall 2026*
- *Operating expenses*
- *25% to Principal, 25% to Athletics, 25% Capital Investment, 25% Grants/Community Building*
- *Sitting at about \$90,000*
- *Trish Grant – motion to accept the proposal for giving*
- *Susan – 2nd the motion to accept the proposal for giving*
- *All in favor – All in attendance in favor except Erin – against*
- *Motion passes – specific to the giving plan and not the amount we are giving away*

4. **Apparel Update**

- a. Booster Club Bulk Apparel Order was received
 - i. “East High School Purgolders” design
 - ii. “Madison East High 2030 Purgolders” design
 - *Brought variety of sizes to the meeting; discussed having merch at upcoming events; QR code to order online if we don’t have their size or if they want a crewneck or long-sleeved T-shirt but have not opened the Madison Top online store yet due to need to decide on fundraising prices*

5. **Key dates and activities for Spring 2026 + volunteers needed**

- a. April 25 – Party for Purgolders – Variety of volunteer opportunities. You can find the signup sheet on our website under “Get Involved” or visit this link directly: bit.ly/pfp-help
- b. School events – need help selling merchandise

Date	Event Catagory	Event	Event Start Time	Event End Time
Friday, May 1, 2026	Music/Arts	EHS Musical	7:00 PM	9:00 PM
Saturday, May 2, 2026	Music/Arts	EHS Musical	7:00 PM	9:00 PM
Sunday, May 3, 2026	Music/Arts	EHS Musical	2:00 PM	4:00 PM

Wednesday, May 6, 2026	Feeder School Event	Freshman Fair (Class 2030)	6:00 PM	7:30 PM
Thursday, May 7, 2026	Music/Arts	EHS Musical	5:30 PM	7:30 PM
Friday, May 8, 2026	Music/Arts	EHS Musical	7:00 PM	9:00 PM
Saturday, May 9, 2026	Music/Arts	EHS Musical	2:00 PM	4:00 PM
Friday, May 15, 2026	EHS School Event	EHS Senior Fair	8:15 AM	3:30 PM

c. Upcoming Events – Becca

i. Eken Park - August 15

ii. Orton Park – August 28-30

Mentioned to the group that anyone can volunteer

6. **Grant proposals + funding requests** - To date, have given out about \$16,000 in grants + to sports/clubs/school activities not including requests below + \$6,000 to school directly for pizza at parent/teach nights, senior yard signs, Senior Breakfast, Purgolder Picnic

a. Girls Soccer - \$1,000

b. Theatre – \$1,000

c. Mariachi Club - \$1,000

Erin – motion to approve all three

Tracy – 2nd

All attendees in favor

Trish asks if there is a deadline for grant requests; Board will send a communication that the May meeting will be the last meeting that grants are considered and voted on.

Board will discuss the June meeting and what

Discussed Scholarships and Athletic Signing Day

Booster Club may support this event

Alumni Reunions

May help coordinate apparel and will have information for the Alumni group about Boosters and Class donations

7. Committee Report outs

a. President's Report (Becca)

i. Working on plans for 2026-2027 Academic Year

1. Giving plan and budget
2. Meeting schedule + engagement plans
3. Fundraising schedule and volunteer opportunities
- ii. Meeting with Principal Haste
 1. Signing Day event for seniors with athletic scholarships
2. Encouraging donations at reunions
- iii. Silent Auction
 1. Mapping out plan for fall silent auction

b. Treasurer's Report (Becca-Acting)

MEHS Boosters Monthly Financial Report					
Starting balance	2/28/2026	Current Balance		Outstanding Costs	Total Available
Checking	\$41,652.32	Checking	\$28,289.59	Checks to East HS	(\$100.00)
Savings	\$51,961.72	Savings	\$51,969.13		
PayPal	\$2,936.35	PayPal	\$10,053.88	Remaining Tennis Grant	(\$2,504.98)
Venmo	\$1,024.15	Venmo	\$617.13		
Cash on Hand	\$118.00	Cash on Hand	\$0.00		
TOTAL	\$97,692.54	TOTAL	\$90,929.73	TOTAL	(\$2,604.98)
				February 28 Figures	\$93,393.20
		Net Change:	(\$6,762.81)	Net Change:	\$1,694.36
					-\$5,068.45

INCOME in Past Month					
Individual Donations	\$894				
Deposit of Cash on Hand	\$246				
Dining Out Events	\$600				
Panera	\$268				
Five Guys	\$332				
Party for Purgolders	\$4,820	108 tickets sold since 2/28 + 14 tickets sold by 2/28 = 122 total tickets (out of 325)			
Party for Purgolders Donations	\$450	note 3 tickets are for coach/club advisor			
Mariachi Donations + Seed Shirts	\$1,512	\$1,512 + \$975 = \$2486 total raised			
Concessions	\$0				
Interest/Dividends	\$0				
TOTAL	\$8,522				

EXPENDITURES in Past Month	
Grants Awarded	\$11,629.66
Girls Tennis	\$1,000.00
Boys Tennis	\$1,000.00
ATL	\$1,000.00
Teacher Pizza during conferences	\$500.00
Signs, Senior Breakfast, Purgolder Picnic	\$5,500.00
Donations	\$143.66
La Raza pay outs	\$2,486
Bake-off expenditures	\$192.23
Repay MMSD Concessions for apparel sold	\$460.00
Apparel purchase	\$3,609.00
Annual Insurance Cost	\$1,138.00
Constant Contact	\$18.47
Office Supplies	\$0.00
TOTAL	\$16,395.13

FISCAL AGENCY					
US Tennis Association Grant - held for Boys Tennis	\$2,505	was \$998 but they returned a stringer and bought \$393 in other supplies			
TOTAL	\$2,505				

Benevity Fundraising

Approx. \$750 dollars donated to EHS Boosters from Benevity on behalf of EHS Booster volunteers who work for companies that donate when their employees volunteer (Becky Olm – American Family Insurance)

c. Vice President's Report (Tracy)

i. Booster Club Bulk Apparel Order was received

1. "East High School Purgolders" design
2. "Madison East High 2030 Purgolders" design
- ii. Spring Athletics – Pack the Stands
 1. April 8 – Track and Field
 2. May 5 – Girls Soccer
 3. May 7 – Spring Tennis

Quick overview of Coaches who responded to Tracy's email for pack the stands dates. Girls Soccer is at Madison College. Tennis is referred to as "Fall Tennis" and "Spring Tennis" to be inclusive.

d. Secretary's Report (Sunny)

Oooh's and Ahhh's about the new website look

i. Website:

1. March meeting minutes have been posted.

2. Website has been refreshed to make it more welcoming, mission-driven, and easier to navigate. Highlights include:
 - a. Reframed and renamed key pages.
- i. Board page is now “About Us,” with more mission-driven language while still housing roles and meeting minutes. Includes contact info for each board member, inviting communication.
 - ii. Fundraising page is now “Student Support,” explaining our mission to support all students across clubs, athletics and activities - and how that connects to the ways we raise funds.
- b. Improved clarity around engagement pathways
- i. Get Involved now clearly distinguishes between joining the mailing list, sharing interests, and signing up for specific volunteer opportunities.
 - c. Strengthened donation messaging
- i. Donate page now explains *why* donations matter, with examples of what they’re used for, before presenting the ask/form - creating a more human and mission-centered experience.
 - d. Updated and clarified the Grants page
- i. Reflects most recently approved process and includes clearer, easier-to-follow directions for applicants
 - e. Homepage improvements
- i. Rewritten to be warmer, more inclusive and aligned with our all-school identity.
 - ii. Meetings section was refreshed to feel more inviting and to emphasize that meetings are open, friendly, and low-pressure
 - iii. Photo of football sidelines was replaced with image of students at the main entrance
- f. Technical and structural improvements
- i. Global headers and footers were cleaned up and updated for consistency and readability
 - ii. Social media links were embedded
 - iii. Placeholder images, text and clipart were removed
- g. There are still some punch list items to be completed
3. In February, 14 new mailing list subscribers, mostly due to Boosters presence at combined and choir concerts.
 - ii. Mailing List:
 1. Started new Board Member Spotlight series to make our board feel more accessible and real to the East community by sharing who we are and what motivates us to be involved
 2. Email open rate remains strong (55-67%) across all types of communications (Club Spotlights, Dining Out reminders, one-off fundraisers, Boosters events)

3. Supporting Staff Appreciation Week by amplifying ask for gift cards, financial donations, and snack contributions
4. Will share out a spring events roundup, including Pack the Stands and arts events, roundup once we have all dates from coaches
 - iii. Social media:
 1. Focusing on increased engagement via these channels, with support from Susan on Instagram
 2. P4P Reminders on 3/25 got 4,110 views, 51 likes, 12 shares
 3. Please follow us and help promote events by liking and sharing:
 - a. Facebook: Madison East High Purgolder Boosters
 - b. Instagram: Peppy Purgolder
 - iv. Other:
 1. Have contacted Paul Milisch, theatre director, about placing a Boosters ad in the Urinetown musical program
 - e. **Concessions (Erin)**
 - i. No new updates. Working with Tracy to switch concessions over to Boosters. Boosters will sell at State Tennis in June.

Nothing other than what is on the agenda

- f. **Fundraising Report (Susan)**
 - i. Party for Purgolders is less than 2 weeks away!
 - ii. Dining Out total from our last event: \$332 raised from Five Guys night
 - iii. Coffee sales
 - iv. Next Dining Out: Chocolate Shoppe 5/20 at the Atwood location
 - v. Happy Hour Fundraiser: Table Wine 5/2

Clarification on which Chocolate Shoppe-Location - Atwood

8. **Open Discussion**

Becky Olm – how do Boosters support co-op schools/pep band/bus students to the games/Erin updated Becky that we have discussed that very topic during the winter season and will be working on this with EHS Athletics/Admin for the 2026-27 school year. We will ID “Pack the Stands” early and promote it. We will work with other coop school boosters to promote the event through their school channels.

9. **Next meeting - Monday, May 11 at 6:30 pm.**
 - a. 2026-2027 giving plan
 - b. Concessions for 2026-2027 School Year

- c. 2026-2027 fundraising schedule

10. **Adjourn**

Grant proposals + funding requests supporting docs

Girls Soccer - \$1,000

Grant Form : Entry # 175

Name

Maggie Strader

Email

mgstrader@madison.k12.wi.us

Activity

AD

Sport

Girls Soccer

Program Description

We're really proud of our program and the opportunities it offers our players. High school sports help students build healthy bodies and healthy brains while forging strong relationships with their teammates. Over the last three years our program has grown from 2 teams to 3 making us one of 4 programs in the big8 (and only a handful in the state) that is able to field 3 teams for girls soccer. A big part of this is because we recruit all kids at East, offer everything they need to play - including program fee scholarships, and don't require any experience. This has led our program to grow, but has also put a lot more work on me as the head coach to make sure we always have the funds to cover player's fees, donated cleats to make sure all kids have access to compete, and equipment to keep our training current and effective.

Number of students participating

75

Amount Requested

\$1,000.00

Purpose of the Funds

We're working hard to make sure our players have the same access to the benefits of high school sports that their peers across the state have. Your generous grant will support player scholarships, access to healthy snacks, team building activities, and equipment for injury prevention and healthy training. As the head coach of the program my biggest goal is to make sure that anyone who wants to join our program can regardless of economic status, soccer experience, or any other barriers that kids may face when joining high school sports.

Detailed Financial Breakdown of Requested Funds

Extra shin guards (\$150)
Player scholarships (\$300)
Pre-game snack/team bonding fund (\$150)
30 new water bottles - 10 per team (\$400)

Theatre \$1,000**Grant Form : Entry # 190****Name**

Paul Milisch

Email

pmilisch@madison.k12.wi.us

Activity

Principal

Club

I don't see my club listed here - I will enter it in the Description Field

Program Description

The theater program produces three theatrical shows per year, open to all students in all grades at East. One of the goals of the program is to produce challenging, thought-provoking stories on stage. Each production is unique in its requirements and needs, and some productions require additional teaching artists to be brought in as independent contractors (i.e. Pippin in 2019 for which East contracted local Circus Artists to train the cast in various areas, design choreography, and use aerial equipment). For the musical production in the spring there is a need to contract a choreographer and costume designer.

While there are a limited number of spots for actors to appear on stage, any student can be involved in a technical area as well as production design. The students involved in technical areas get the opportunity to work with these teaching artists directly.

Number of students participating

200

Amount Requested

\$1,000.00

Purpose of the Funds

Due to limited staff time and the large scale, high quality production of the annual musical, additional paid professional support is needed. This includes paid musicians (student musicians participate alongside the experts, an additional opportunity provided to East music students,) and paid choreography support.

The majority of the theater budget goes to pay for the rights to put on productions. Ticket sales help pay for sets and costumes, as well as approximately \$1,200 of professional support. The \$1,000 grant will greatly reduce the cost burden of paying for the adult contractors. This will open up funds to other production related costs as well as bringing in other teaching artists throughout the year to offer rich opportunities for students to work with local theatre artists.

Detailed Financial Breakdown of Requested Funds

Professional/paid contractors for the musical, including adult musicians, choreography, and costume design.

Darren Sterud Trombone \$800

Chloe Maier Choreography: Musical, Dec Production \$1,500

Shoron White Costume Design: Musical \$1,400

Mariachi Club \$1,000

Grant Form : Entry # 144

Name

Rob Cunningham

Email

rcunningham@madison.k12.wi.us

Activity

Principal

Club

Mariachi Club

Club/Sport Description

The Madison East Mariachi Club, or Los Moradores de East, is a club that learns about and performs traditional Mariachi music. The members meet once a week with our instructor to learn new songs and to practice. We perform at multicultural community events at East and in the greater Madison area.

Number of students participating

12

Amount Requested

\$1,000.00

Purpose of the Funds

Cost of instructor is \$1440 yearly, we are also looking to buy instruments like a guitarron and a couple of vihuelas. This will cost around \$2000. Other costs would include instructional materials and uniforms. Booster money would be just one source, we also do fundraisers and rely on a little bit of budget money.

Detailed Financial Breakdown of Requested Funds

If the full 1000 is donated, we would use \$500 to supplement the cost of the instructor, and \$500 for instruments.

