Booster Club Meeting Minutes – February 9, 2026
Board members present: Sunny McDaniel, Erin Walker, Becca Schwei, Tracy Burrus
Board members absent: Susan Parsons

Agenda

1. **Welcome and Introductions**
   a. Please sign in if you haven't already and make yourself a name tent
   b. Intro: Tell us your name, your connection to East, and best/worst Valentine's Day
2. **Principal Update**

Patrice discussed non-grant things that Boosters could fund to support East. Sent a survey to staff, without dollar amount restrictions, encouraging them to Think Big. Some early results are in and what has come back so far is loud and clear: welcome mats and signage. Other high schools have very good signage for wayfinding and identification, whereas East does not have, for example, a good sign that identifies the Library or a sign at Door 3 that indicates who should use it. The carpet at Door 2 has already been replaced due to heavy wear; staff would like to see some East branded rugs that could not only protect the carpet but give a welcoming visual identity to students and visitors. Another suggestion was to spruce up the flower beds. Patrice will encourage staff to continue submitting ideas, and to Think Big on their asks, but the overwhelming feeling right now is that East needs some functional visuals: things that would help make the school feel more welcoming and warm, and clearly establish East identity.

Becca contextualized these suggestions, and framed the rest of the agenda, as an exercise in the Boosters trying to figure out what our 2026 goals are. What are ways to raise money, and what are ways to spend money - including what is currently in reserve. Has been doing research into how other high schools in Dane County accomplish this, and the Boosters club we are most similar to is LaFollette.
For suburban clubs, Boosters are at the district level or sport-specific, often with multiple Boosters clubs at the same school. Within MMSD, West and Memorial are sports-only, raising money through a small handful of events and giving it only to athletics. LaFollette raises a lot of money, mostly through concessions, and uses it to fund a lot of different activities.

Our board goal is - after collecting feedback from school staff and leadership, as well as Boosters members - that we come back in March with a plan of how much we're going to give to the school based on reserves, funds raised to date, and upcoming funds yet to be raised.

3. **Budget Report out**

Budget presented in December

Operating costs seemed low, so as President and acting Treasurer, Becca went back through all bank statements and Paypal transactions to identify what seem to be operational costs, and classify them as one-time vs recurring. Still need to clarify a couple of expenditures with previous board leadership, but projecting annual operating costs of ~$2600.

A couple of comments on recent income and expenses:

- *Interest income is low - we could and should be doing something differently with our large reserves.*
- *Becca paid out grants by writing a check to the school and detailing to Judith how funds should be directed to activity funds.*
- *$500 of the Elks Lodge expense is a deposit and will be refunded.*

MEHS Boosters Annual Financial Report					
Starting balance	**11/29/2024**	**Current Balance**	**12/5/2025**	**2025 Accruals**	
Checking	$7,151.44	Checking	$ 50,360.11	Football Team	$1,000
Beyond Business MMI	$79,445.38	Savings	$ 51,976.60	Raza United	$495
	$ -	PayPal	$ 3,791.28	Black Student Union	$1,000
	$ -	Venmo	$ -	Demetral Track Study	$1,200
		Cash on Hand	$ 225.00	Africa Club	$1,000
TOTAL	**$86,596.82**	**TOTAL**	**$ 106,352.99**	**TOTAL**	**$4,695**
		Net Change:	$ 19,756.17		

INCOME	
Party for Purgolders	$16,778
Sponsorships	$3,000
Individual Donations	$2,921
Dining Out Event	$662
Tennis Event	$5,610
Concessions	$0
Interest/Dividends	$749
TOTAL	**$29,720**

EXPENDITURES	
Grants Awarded	($2,500)
Boy's Soccer	*$ 1,000*
Rotary Pizza for Teachers -	*$ 500*
Men's Group	*$ 1,000*
Party for Purgolders	($4,307)
2026 Hat Fundraiser	($2,400)
2026 Bake-off Event	($580)
Tennis Event	($2,492)
Profit Sharing from Tennis Event	($2,400)
Operational Expenses	($280)
Banking/Transactions Fees	($5)
TOTAL	**($14,964)**

Operating Expenses

Item	**Purpose**	**Provider**	**Total Annual Cost**	**Billing Cycle**	**Total Annual Cost**
Insurance	overall insurance	Prairie Land Insurance	$1,133.00	Annual	$1,133.00
Phone service	phone tied to PayPal and Venmo	Mint Mobile	$169.65	Annual	$169.65
Email system	sending out communication email to mailing list	Constant Contact	$18.47	Monthly	$221.64
Volunteer Sign Ups	simplified system for sign ups and tracking	DBAR Productions	$149.99	one time?	$149.99
Password system	vault for keeping passwords to simplify board transitions	1Password	$239.40	Annual	$239.40
Point of Sale System	to sell items at events	Zettle/PayPal	$721.66	One time	
Entity Registration	To operate as a non-profit in WI	WI Dept of Financial Institutions	$25.00	Annual	$25.00

not sure	not sure	DMARC Digest	$14.00	annual?	$14.00
website hosting		Dream Host	$27.90	Annual	$27.90
plug in for website		WordPress	$149.99	one time?	
Raffle License	to be able to do raffles	WI Dept of Administration	$102.00	Annual	$102.00
Bank fee	annual card fee	Summit Bank	$5.00	Annual	$5.00
Bank fee for checks	checks	Summit Bank	$15.00	Annual	$15.00
Taxes	fee for filing annual taxes	Startz Accounting	$500.00	Annual	$500.00
not sure	nonprofit fundraising software	Front Steam	$895.00	one time?	
not sure	nonprofit fundraising software	Front Steam	$850.00	one time?	
			$5,016.06		**$2,602.58**

Jan-Feb 2026 Budget
an-Feb 2026 Budget

4. **Group Activity 1 – Booster Club Goals for 2026**

How much money do we think we can raise in a year? Maybe $25-65K? What are our vehicles for raising money?

Becca put together a draft of revenue streams and discussed with a previous Boosters member who is a professional fundraiser. Want to think strategically about what businesses we are tapping for which purpose. For example, perhaps approaching an orthodontist or a car dealership for scoreboard sponsorships vs a restaurant, which might be better suited to supporting a small event (silent auction or prize giveaway). Will need to come up with a tiered plan for the next year, mapping out which businesses to approach *for which purpose. By the end of the semester, this board should also have an events and fundraising plan mapped out for summer and the next full academic year.*

Thoughts/feedback:

- *This is a baseline year - it's difficult to project how much we can bring in. Suggest a conservative approach to projecting income and taking a 'minimum ambition threshold' to this first year's activities. Our activity scope, and funds raised, can and will increase in future years as we grow.*
- *Look to low-lift things with high impact. For example, a silent auction would be easier to accomplish and potentially raise as much (if not more than) a fall Party For Purgolders.*
- *A lot of enthusiasm for a silent auction, with a suggestion to tie to a specific event (possibly with an online-only portion that culminates in an onsite event. Patrice noted that it has already been so helpful to have Boosters onsite at events and that we could consider coinciding a silent auction with events that are already happening, such as Back to School night or a night with a lot of events (e.g., the fall popup that was the same night as the play, a swim meet and a volleyball game). If the event is onsite, East can help support and promote, and this may help make it feel like an add-on, not just a standalone thing.*
- *Consider Badger Development League (BDL) basketball tournament. Hosts get to keep gate and concessions. This has a lot of associated expenses (e.g., officials) and requires a ton of volunteer support (clock workers, court supervisors, concessions), but can also be a significant source of revenue. LaFollette has estimated ~$15K per event. Should factor this into our concessions planning. Linda from LaFollette and boys bball coach would be great supporting resources, and clubs could provide volunteers.*
- *We want to capture incoming freshman parents who are interested in getting engaged at East - get them signed up right away with opportunities in the fall.*
  - *Tracy is already doing outreach to middle schools for early outreach so we are ready for the fall influx of new parents.*
  - *Make sure we have the Spring Clubs popup on our radar for merch and engagement.*

a. Spring Fundraisers and Events

i. February - Bake Off: 2026 an investment year; this may be a community event and not a fundraiser?

ii. April - Party for Purgolders $10-$15K.
Making some structural changes (e.g., 50/50 instead of individual items)

b. Summer Fundraisers

i. ? - Golf Outing: $2-10K

c. Fall Fundraisers and Events

i. September - Back to school event (community event)
This would be a membership drive/awareness raising, not a fundraiser

ii. Mid/Late November - Silent Auction - $5-$20K; potentially tie it to

1. Trivia night and Meat Raffle
2. Party for the Purgolders 90s Edition

d. Concessions
Will be transitioning this to the Boosters. It is mostly teams/clubs that staff it, and that team/club gets "paid" out of the profit from concessions.

i. Keep 10% of Revenue for General Booster Fund - $1-3K

ii. Distribute remaining funds based on teams/clubs that volunteered (similar process to what we are doing now)

e. Other sources

i. Direct Donations $.5-1K - a lot of what was raised at P4P was round-up or additional donations

ii. Swag - $.25-1K

1. Hats, coffee, tshirts, etc

iii. Dining out - $1K -

iv. Scoreboard Sponsors - $3-5K (Memorial is $40K)

v. Reunions - $.5-1K -
Tap into alumni. If people find out there is a way to make donations, this could be a valuable revenue stream.

What are our guiding principles for Booster Club giving?

What is our philosophy for how to give away money? Most of what follows below is Becca's thinking; some is reflective of board conversations as well as what we heard from members at the January Boosters meeting.

1. *Articulate and* Meet the current needs of the school
2. Maximum impact -

a. High number of students impacted

b. Most funding focused on long-term items/efforts that will last multiple years

3. Let the most knowledgeable people make the decisions

a. Booster Club not in a position to decide which groups should get funding for what

b. Patrice and TJ know the big picture - *staff survey can help inform*
c. Limit Booster Club decision-making on how funds are spent
4. Clarity on what we are funding so that we can use it to raise more money:
   Being able to articulate what we're raising funds for can help engagement (e.g., new track; kids w/o food at all-day athletic events, etc). Specificity helps - with individual donors as well as larger sponsors.
5. Encourage more fundraising:
   Because we weren't operational for many years, teams and clubs figured out how to fundraise on their own. We don't want to quash this - how can we support and encourage it.
a. Don't discourage teams from fundraising
b. Provide teams/clubs opportunities to raise funds
i. Donation page
   Make this more well-known so clubs can raise funds with this tool
ii. Concessions shifts
iii. 50/50 raffle
   Let teams/clubs know we have this license, which is great for onsite events with high attendance
iv. Seed money for fundraisers
6. All school benefits - Mix of athletics and non-athletics
7. Allows Booster Club to focus on raising money not get bogged down in deciding how money should be spent
   Let's spend most of our time raising money, rather than debating which opportunities we should fund.
8. Avoid artificial constraints
a. $1,000 max
   This can feel like not enough money for some things, too much for others. Let's use our money wisely.

Feedback:

- *Capital fundraising should not preclude small grants. Let's do both.*
- *Parents should not be telling the school what it needs. Staff and leadership should dictate what is being funded and fundraised for - they know exactly what is needed.*
- *It's called development for a reason: it's building relationships and - critically - showing donors what they're getting for their money (e.g., attendance was up; the scoreboard had this many views; here's what the wayfinding signage looks like). People bring other people in.*

- *Clarity on what we're funding also helps us attract and retain donors. Many people might be more inclined to get involved, and to give, if they can see the full plan.*
- *Let's remain flexible - an opportunity for funding or fundraising might arise and we want to be able to pivot, expand, embrace if the opportunity is right.*
- *Be intentional about including both arts and sports. Articulate our mission: make it clear that we are an All-School Boosters, and note that if we do a big sports project in one year, it may be an arts project the next year. Being an all-school Boosters is a big differentiator and a big draw.*
- *Always be building the number of people who are getting involved. There are so many people who don't know about this group. Bring people along - spread the word, create opportunities, build a large and enthusiastic base.*

Mapping out our 2026 giving plan

Board will come to the March Boosters meeting with a disbursement plan. How much do we raise, and how do we spend down what's in the bank?

1. Capital investments (spending money to acquire or upgrade long-term assets)
   a. Track - maybe employ matching strategy
   b. Weight room
2. Principal's fund – for smaller school wide or specific group costs (new robes for the choir, mirrors for the dance class, equipment for science classes, garden) or smaller needs without specific funding stream – like Kleenex
   LaFollette gives the principal a chunk of money; principal comes back and says here's how I spent it. This gives them freedom and flexibility, but they are accountable to the board to explain expenditures. This could potentially replace the Grant program.
3. Athletic Director's fund – work with the Athletic Director and Assistant Director to come up with guidelines
   a. For uniform elements not covered by other sources
   b. For equipment that can be used by multiple sports – think East tents that could be used by cross country, track, tennis, golf, baseball, softball, soccer, etc
   c. For food – is there some universal program that we could contribute to?
4. Community Engagement and school support
   a. Graduation yard signs/senior t-shirts - *Booster club QR code*.
   b. Back to school night
   c. Teacher, Coach and Staff appreciation – pizza at parent/teacher night, at coach training; gift cards for recognition
5. Other giving

a. Small grants – similar or different from current process
b. Scholarships – scholarships for graduating seniors
   in the past East did this. LaFollette currently does.
c. Matching Class Donations – Designate with a plaque?
   i. Graduating class – have them vote on a recipient
   ii. Reunions
6. Operating Expenses

Feedback:
Do not want to see the small grants go away. Small grants are meaningful and go a long way.

5. **Key dates and activities for Spring 2026 + volunteers needed**
   a. mid-February winter concessions and Booster Club sales (no additional shifts needed)
      i. 2/21 - Youth Night at Boys BB Game, shifts from 2:00 – 6:00 pm
   b. February 14 – Bake off
      i. Variety of volunteer opportunities
      ii. Best way to support would be entering the baking contest, because those items will get moved to the bake sale after judging.
   c. April 25 – Party for Purgolders
      i. Variety of volunteer opportunities – coming soon!

6. **Grant proposals + funding requests**
   a. **Grant requests approved mid-meeting by Board**
      i. Gymnastics - $1000
      ii. Prostart Competition - $1,000
   b. **Outstanding Grant/Funding Requests**
      i. Mountain Bike Club - $1,000

Members range in age from 6-12th grade, and has grown every year over the past four years. Started with 18 kids, has grown to over 100. Strong middle school feeder program. "Any kids who don't play a fall sport should do mountain biking!"
Becca makes a motion to approve, Sunny seconds. Motion passes.

ii. Cypher - $590

Erin motions to approve. Mike seconds. Motion carries.

iii. Pizza for teachers during parent/teacher meetings - $500

Patrice notes staff was incredibly grateful for the meal at fall conferences and this makes an incredibly long day easier and better. And, there will also be salad (not just pizza). East will coordinate the order.
Sunny motions, Sam seconds. Motion carries.
While there is not an official ask at this time, Patrice gave a heads up about staff appreciation week. On a PD day, there will be a staff appreciation cookout. Families could get involved with a potluck contribution (dish to pass, chips, fizzy water). Boosters could fund some grilling items and/or help with small expenses (e.g., recognition certificates, small gift cards for appreciation.)
Approx 160 staff members at East.
Will talk about this at a future meeting.

7. **Committee Report outs**
a. **President's Report (Becca)**
i. Met with Principal Haste to discuss how Booster Club can help East. Principal Haste is planning to poll teachers and staff
ii. Working with Board Members to map out
1. How much we can raise in a year through which events
2. What our guiding principles should be for giving away funds
3. Developing a giving plan for 2026
4. Plan to present proposal in March
iii. Supporting Teams and Clubs
1. Working with Silvia Gomez de Soriano to support La Raza fundraiser for 3/7/26 by providing Booster Venmo Account and point of sale system - *will be a good beta test for the process, and silvia will write up instructions for the next person.*

iv. **Mid-meeting Votes**

Topic
Approve December Board Meeting Minutes
Approve January Board Meeting Minutes
Approve $1,000 for Gymnastics Team
Approve $1,000 for Pro-start
Approve $800 for Bake-Off Supplies

b. **Treasurer (Becca - Acting)**

i. Digging through past and current budget to understand and develop a simple tracking system for going forward
ii. Plan to meet with LaFollette's treasurer to understand how they manage concessions
iii. See report above

c. **Vice President (Tracy)**

i. Pack the Stands – Feb. 13 – Girls Basketball vs LaFollette
TBD if popup will happen
ii. Develop a plan for 2026-27 school year *for pack the stands*
1. Work with EHS Athletic Director and Coaches to establish dates
2. Work with Coop Team Boosters, Athletic Dir., Coaches to establish dates, transportation plan, pep band, athletic pass use - *kids never get to play at home field. How can we help support this.*
3. Social media promotion
iii. Bake Off - Goodman Center – Feb. 14
1. Providing baked goods for fundraising
iv. Youth Night – Feb. 21 – Boys Basketball vs Janesville Parker
1. Booster Table Staffed with Merchandise
2. Initially cancelled due to weather related school closure – Jan. 23
v. May 6, 2026 – Incoming first-year student (Class of 2030) Fair
1. Spirit Wear – meeting set with representative from Ameri Print to start the process of standing up an online store for Madison East Spirit wear focusing on "Class of 2030" basic T-shirt or sweatshirt and basic T-shirt that any club member or athletics team member can order. (attached)
2. Booster Table Staffed with Merchandise
vi. Outreach - Spring 2026
1. Compiling dates from Middle School final concerts to attend and say hello from the EHS Booster Club to rising ninth grade families.
2. A few of these events are scheduled for the same evening when final EHS concerts are scheduled
3. Northside News
4. Eastside News
vii. EHS Concessions – Research for Transition to EHS Booster Club
1. Lafollette Concessions Operations
2. POS system
3. Purchasing
4. Inventory – products + equipment

5. Staffing
6. EHS Off-site Concessions Operations - *great feedback on concessions presence at the dance*

a. Lussier
b. Nielsen
c. Other

d. **Secretary (Sunny)**

i. January meeting minutes have been posted to the Boosters website, and the November/December minutes were reposted with corrected formatting.
ii. Bylaws have been updated to incorporate amendments approved at the December 2025 Annual General Meeting; the consolidated version is now posted on the Board page.
   a. Members may submit future amendment proposals to info@mehsboosters.org.
iii. Meeting notices are going out 10 days prior to the membership list, reminders three days prior. No guidance on notification windows in the by-laws.
iv. Website refresh planning is underway. A few small revisions have already been made, and I'm working with the East photography teacher to incorporate student photos.
v. Bakeoff page suite is live, and served as a good beta test for event info and payment. Will use these pages as the scaffold for Party For Purgolders and other future events.
vi. Five new mailing list subscribers joined in January. Monitoring signups for bot spam/scam email addresses.
vii. Another roundup-style email will go out on 2/9.
viii. Club advisors have been very appreciative of the Club Spotlight series. - *going to keep going with this, will space out a bit next year.*
ix. Constant Contact engagement remains strong with a 60–70% open rate.
x. Please follow us on Facebook and help promote events by liking and sharing: *Madison East High Purgolder Boosters*.

e. **Concessions (Erin)**

i. Had another great turnout at the Cheer invite about 4k in sales-did not over buy this year. - *huge fundraiser for cheer, dialed in purchasing*
ii. Have 5 more home basketball games with the possibility of hosting the boys WIAA play in game
iii. Concessions sales down this season.

f. **Fundraising Report (Susan)**

i. Pop-up sales continue, offering Just Coffee, Boosters baseball caps, beanies, stickers, magnets, and East shirts for purchase at events, including the upcoming Bake-Off on Feb. 14

ii. Party for Purgolders event is scheduled for April 25 at the Elks Lodge. Mark your calendars!

1. Info and ticket sales will be going live this week on the website: Party for Purgolders – Tickets – East High School Boosters - tickets will be cheaper in advance, more expensive week of, with discounted tickets for coaches and club advisors. Posters are ready, appreciate people's help hanging them.
2. Volunteer signup form coming soon.

iii. The Dining Out program continues, with the next one scheduled for Panera on East Springs Drive on Feb. 18, 4-8pm.

8. **Open Discussion**

9. **Next meeting**

a. Monday, March 2 at 6:30 pm
b. Finalize 2026 Giving Plan
c. Concessions for 2026-2027 School Year

10. **Adjourn**

Sunny motions to adjourn, Erin seconds. Passes.

Grant proposals + funding requests supporting docs

Mountain Bike Team (club) - $1,000

Cypher - $ 590

From: Patrice Haste <u><pmhutchins@madison.k12.wi.us</u>>
Sent: Monday, February 9, 2026 8:48 AM
Subject: Staff Appreciation and Conferences
Hey Becca and Tracy,
We have Family Conferences coming up again on March 5th. Staff LOVED being fed a meal and we were wondering if the Boosters were able to sponsor that again? I believe that was about $500. Also, we are beginning to prep for staff appreciation week in May. I am wondering if the Boosters would like to support with that at all? We try to do a bunch of different things for the staff all week to make sure they are feeling the love. Happy to talk more about that as well.

Thanks! Patrice