



Booster Club Meeting Minutes

January 12, 2026

Board members present: Becca Schwei, Susan Parsons, Erin Walker, Sunny McDaniel.

Board members absent: Tracy Burrus-Dessert

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 your teen's catch phrase (or a favorite current catch phrase you've heard teens use)

I'm not about to do all that. / Eye rolling. / Who hid my [lost personal belonging, accompanied by stomping]? / Bruh... and its variation, BRO. / Trust (instead of 'right?') / Low key/ That's so aesthetic. Today's a gift: that's why they call it the present. / PMO / FRICKING.

2. Approve December meeting minutes

Motion to approve made by Becca. Sunny seconds.

3. Group Activity 1 – Booster Club Goals for 2026

Using individual reflection and the post-its on our tables, think about goals for this board to incorporate into our 2026 planning. The board, who meets between Boosters meetings as well as with East's Principal and AD, will take this feedback and come to the February meeting with a 2026 plan that can be discussed and voted on by the full Boosters group.

Additional feedback from the AD: teams do not know what to go to Boosters for, and that is in part because we haven't really decided what we want to fund yet. He notes that food is a real need for most teams when traveling to offsite games (and exacerbated by schools that don't have concessions programs.)

Here are the suggestions that the group shared (note that these were grouped after the meeting into categories:

Booster Mission

- *solidify Boosters identity*
- *send out survey for clubs needs/wants*
- *focus on events, grants and spending that reintroduces Boosters to the broader community as a force for good*

Outreach

- *Add lots of folks to email list so they get Sunny's awesome emails*
- *Make the first meeting of the 2026-27 school year a big welcome parents bash (use Booster funds to provide snacks, etc)*
- *work to support and involve East faculty and staff as much as possible in Boosters work. They are the engine of community building*
 - *engage staff fully and effectively so they know we are a resource*
 - *Be a conduit of communication between parents and leadership*

- *increase volunteers*
 - *Get more than 15 people to a meeting*
 - *increase volunteer pool*
 - *increase engagement - double volunteers*
 - *increase number of volunteers*
 - *find enough lead volunteers to make concessions sustainable*
- *more student involvement*
- *get a treasurer*
- *make connections w/ middle school*

Arts

- *Work to put arts on the same level as sports*
- *show up consistently for arts as well as sports so we are truly an all-school boosters*

Fundraising

- *encourage use of donation page*
- *bring in \$100,000*
 - *set fundraising goal*
- *silent auction*
- *move concessions to Boosters*
- *Set up a money market account to earn more*

Events

- *golf outing*
- *Family events at East*
- *more events to fundraise money*
- *3-4 big fundraisers per year that appeal to different groups (ie, different activities)*
- *Party for Purgolders (note that this brought in between \$14K)*

Funding Distribution

- *big ticket items (e.g., multi-use trail for XC running, MTB, Community use, etc.)*
- *Collaborate with more sports teams/events (e.g., Rally + East community track)*
- *fund new weight room*
- *pay out more \$\$ - seems like \$100,000 is a lot in reserve*
- *help groups/students fundraising for school trips and study abroad programs*

Sports

- *broader advocacy for sports recruitment and development*
 - *East swag that could go to middle schools to recruit for sports, especially on girls bball*
 - *start youth athlete program (bridge to middle school)*
- *Support Athletic Department with coach education and training*

- fund professional development for coaches
- Professional development funding for coaches
- Help fund snacks for away games for students
- Consider creating a process for providing food for sports teams
- Think about how to support teams
- Regular partnering with the Athletic Director

4. Group Activity 2 – June Talent Show - Sone

A group of four families is standing up an event that will likely happen with or without Booster support or involvement; Sone is seeking some feedback and input from the group. Planning a Senior Showcase at the Atwood Music Hall, the day after graduation/before commencement, which is a Thursday (no school/contract day for East). Might be a fundraiser; TBD if so, and TBD for what cause/group. Will be open to the community to attend. Motto: “Our intent is all for your delight.” Several teachers already on board (Mr H-S, the East choir director and arts dept chair; Ms Hale, orchestra teacher; Mr Ellis from Sherman MS). Music for sure and potentially fine arts (e.g., kids could hang up prints). Core Four Families are putting up the money; Sone noted that the orchestra and the boosters both have 501c3 status that could somehow potentially be leveraged. Atwood, which is owned by an East grad, has quoted a \$4500 is the cost (\$3000 for hall, \$1500 bar minimum).

Feedback from Mr H-S: this should be voluntary. Want to avoid burning kids out at the end of senior year. That said, it may be a valuable springboard for next steps in kids’ artistic careers and encourage them to keep pursuing these endeavors. Needs to have a clear structure and tone: is it a party or a recital? Should not be audition-based, but open to all with few barriers (like a talent show). Need to avoid the feeling of an open mic – does need timing, tempo, structure. Planning committee is going to talk to seniors who they think would want to participate, then also survey families to find support (logistics and as well as financial). Then, will move to broader outreach: hoping to attract additional financial support.

No expectations for anyone to commit time or money, but volunteers leading up to or on the day of the event will be appreciated. This will bring joy to East families and communities. Ask from Boosters: help with promotional support, help with providing volunteers, and potentially help with ticketing/payments. (Becca notes that for last year’s Party for Purgolders, we used GiveButter; this year, we will sell tickets through the Boosters website. Could potentially explore supporting this event via our website.)

A previous event like this, benefiting East Baseball, was held at the Barrymore, and entry was via suggested donation. Barrymore staff collected the money and cut the Baseball Boosters a check. Atwood Music Hall is not interested in this approach. Need to clarify what the district policy is around alcohol at events where students will be present; TBD whether Sone or Boosters will clarify that piece. Also ultimately need to clarify whether this event is officially Boosters-sponsored, or if Boosters can just help promote.

Becca will continue the conversation with Sone offline. Sone also notes that, as president of East Baseball Boosters, there needs to be a conversation re: that organization’s future and how it aligns with East Boosters.

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

- a. January to mid-February winter concessions and Booster Club sales

signup spots available on the website

- i. Saturday, 1/17 - Girls BB Tournament, shifts from 5:30 – 8:30 pm
 - ii. Friday 1/23 - Youth Night at Boys BB Game, shifts from 5:00 – 9:00 pm
 - iii. Saturday 1/24 - Girls BB game, shifts from 10:30 – 2:00
- b. February 14 – Bake off

signup sheet will be passed around tonight, then slots will be posted on website in the coming weeks

- i. Variety of volunteer opportunities
- c. April 25 – Party for Purgolders
- i. Variety of volunteer opportunities – coming soon!

6. Grant proposals + funding requests

Becca explained grants process for those unfamiliar: teams and coaches can apply for up to \$1,000. Grants are first reviewed by Principal or AD, then passed to the board.

Point of clarification: is this a one-time opportunity for a club or team for the full academic year? Yes: could submit multiple requests to add up to \$1000, or a single \$1000 request.

a. 1/12/26 votes

- i. French Club - \$1,000

Erin moved to approve, Gina seconded. Passed.

- ii. Spanish Career Class - \$100

Says 'Raza United' on the grant form because our form does not yet include a way for classroom teachers to request.

Point of clarification: Does East have a general PTO in addition to Boosters? No, we are acting as both. We are now fundraising not just for clubs and teams, but other needs as advised by the principal.

Mike moved to approve. Erin seconded. Motion passed.

- iii. Tennis Request to Spend Grant Funding

Need to check with TJ and/or Judith on whether Boosters can pay the bills directly or whether the grant funds have to go into the team's activity fund.

Note: this is the tennis team's money, not Boosters money; Boosters are simply holding in the bank account.

Gina made a motion, Erin seconded. Motion passed.

- iv. \$950 to Purchase Additional Coffee (pay \$9.50 per bag and sell for \$13)

Initial purchase of 200 bags; are close to selling out. Will be a great thing to sell at the Bakeoff, and other upcoming popups, so want to order 100 more bags.

Sam moved to approve, Mike seconded. Motion passed.

Question: Have we explored other options, like Rusty Dog? They do online store front, can do custom labels, profits of \$4 bag, willing to do small quantities/runs. Customers have to pick up. They also do teas and chocolates. Can look into this for next year.

- b. **Grant Requests in Process** – being reviewed by board, will be on February's agenda.

- i. Gymnastics - \$1000

Becca notes: this is a co-operative team between East and LaFollette, and as this is our first time handling a grant for a cooperative team, we are trying to learn more about how partnerships and grant funding might work.

Emily contributes for consideration - teams are co-op because of low participation numbers. There are per-athlete costs and per-team costs. This makes equipment purchases very difficult. Additionally, teams have minimal voice in conversations about facilities. Gymnastics drives offsite to practice at a public gym early in the morning and late at night. This becomes an equity and access issue. The way to increase participation in a sport is to invest in it. Whatever the Boosters can do to support would be appreciated. The coach is really depending on the funding.

Boosters' 2026 goals should consider needs and wants of teams – especially when there are disparities between facilities and teams. This is an opportunity for the Boosters to think about our future and vision - are we trying to do large, big-picture capital things? small ancillary things? We don't have a great apparatus for replenishing funds. We need to grapple with these questions over the next few meetings. There are real needs; how do we equitably distribute and address?

Have we sent a survey to clubs and teams for a BHAG? Gymnastics set up? Weight Room? What is our role with this track project? Could we say 'for every dollar donated up to \$X, we will match'? All things to consider and decide over the next few months.

- ii. Prostart Competition - \$1,000

c. Requests Denied

- i. Boys Tennis - \$85

Unable to fulfill request for off-season tennis league fees after learning from AD that WIAA rules prevent this from being covered outside of season. Could approach East's student-run Philanthropy Club for the funding - this info was delivered to Patrick (grant requestor).

7. Committee Report outs

are trying a new format where we provide these in writing, allow folks to read them (rather than have board members read them verbatim and instead note highlights/action items, and allow people to ask questions.

a. President's Report (Becca)

- i. Thank you to the 2025 Board Members who stepped down – Patrick (President), Wayne (Vice President), Marlisa (Treasurer), Nicole (Secretary)
 - ii. Board Vacancies: Treasurer and ad hoc positions

If you or anyone you know loves doing treasury stuff, send them our way.

b. Treasurer (Becca - Acting)

- i. More detailed 2026 Budget coming in February

More detailed 2026 Budget coming in February with increased insight into operating expenses (website, apps, subscriptions). Will also be thinking about revenue streams and funding sources.

- ii. Total Assets - \$103,429.89 (previous month was \$106,352 – before several grants paid)

Most of this is from the previous Boosters money. Note that we may have to pay taxes - TBD with IRS.

- iii. On-line donations: raised \$510 to date with 16 donations
\$250 donation yesterday.

How do we promote this Donations page more broadly and effectively?

This was started in part because we wanted Teams and Clubs to be able to use this as a simple fundraising tool. Note that we do take a 10% donation for the Boosters general fund, because not all teams have the opportunity/as many connections to fundraise.

- iv. Pop-ups:
still need to figure out net/profit

1. 12/12/25 Sports night - \$904 in sales
2. 12/17/25 Choir concert - \$816 in sales
3. 1/7/26 Prepping to be a Purgolder - \$309 in sales

- v. Fall Grants paid out – total \$4,695

1. \$1,000 Football team
2. \$490 Raza United
3. \$1,000 Black Student Union
4. \$1,000 Africa Club
5. \$1,200 Demetral Track Study (checking to see if payment was sent)

- vi. Other Costs since last meeting

1. \$1,200 for Elks Lodge for Party for Purgolders deposit and room fee
2. \$1,900 for Coffee fundraiser
3. \$350 in various bills (more detail on February)

c. Vice President (Tracy)

Hello everyone, I am sorry I cannot be in two places at once. I volunteered to run the game clock for the girl's hockey game this evening.

My areas of focus in support of Booster Club activities will be community outreach, managing active membership lists, seeking to create an alumni registry, and assisting with administration of the current grants program. A few specific activities that are fast approaching are highlighted below.

- Pack the Stands – Athletics
 - Work with coaches to identify games/matches that would be beneficial to promote as a “Pack the Stands” event and a booster table would ideally be up at the events.
- Outreach for Feb. 14, 2026 – Bake Off - Goodman Center

- Letters and flyers to “feeder” Middle School Principal, Admin., and Parent Teacher Organization contacts
- Support by delivering flyers to local business bulletin boards.
- May 2026 – Incoming first-year student (Class of 2030) Fair – Date TBD
- Spirit Wear – standing up an online store for Madison East Spirit wear focusing on “Class of 2030” basic T-shirt or sweatshirt.
- Booster Table during the event
- Spring 2026
- Seek to attend Middle School final events to introduce EHS Booster Club to rising ninth grade families.

d. Communications (Sunny)

- i. Minutes from the November and December 2025 Boosters meetings have been posted to SharePoint
- ii. By-laws are being updated to incorporate the amended language approved at the December 2025 Annual General Meeting
- iii. Planning is underway for a website refresh
- iv. Bakeoff webpage is live
 - 1. Coming soon: bakers’ guidelines, contestant entry form, bake sale contributor signup, and volunteer shift signup
- v. 18 new mailing list subscribers joined at the Jan. 7 “Prepping to Be a Purgolder” event
- vi. Constant Contact email engagement is strong with a 60–70% open rate

Note that typical mailing list open rate is 20-30%; “highly engaged” (e.g., mailing lists from your favorite non-profit) have 40-50% open rates. This rate demonstrates that people are getting valuable info here.

Question whether people need to be current East parents to be on the list. No! Anyone who is a supporter of East can sign up for updates. Note that we have kept student-facing volunteer opportunities relatively close to the community (i.e., we are not posting those to our FB page which has 2K+ followers.)

Trish suggested putting an ad with a QR code in the East Side News to help drive engagement. Becca notes that one of Tracy/VP’s projects will be working with local media to get column space and/or ad placement.

- vii. **Please follow us on Facebook and help promote events by liking and sharing: Madison East High Purgolder Boosters**

e. Concessions (Erin)

- i. Great turnout for boys Lafollette game. Have a busy January and still need volunteers for 1/17 and 1/24 (volleyball and track may step up).
- ii. Need concession leads-this is my last year and need more volunteers to keep concessions going.

West has ceased operating concessions - so we are really seeking folks to help out.

f. Fundraising Report (Susan)

- i. Coffee sales with coffee from Just Coffee (with artwork of East students on the packaging) continue to be popular when offered at events. We need to determine how much more coffee to buy.
- ii. Recent fundraising activity has included sale of Boosters baseball hats, beanies, stickers, magnets, and East t-shirts at various athletic events and the Prepping to be a Purgolder event on Jan. 7.
- iii. Bake Off event is scheduled for February 14 at Goodman Community Center, with Sunny as the lead on this event.
- iv. Party for Purgolders event is scheduled for April 25 at the Elks Lodge. Susan is taking the lead on this event with support from Becca. Mark your calendars! We will need volunteers.

Mark your calendars! We will need volunteers. - We should do a Save the Date notification to the people who attended last year, and make sure that anyone who was on the mailing list for that event is on our overall mailing list.

- v. The Dining Out program continues, with the next one scheduled for Ian's Pizza (Garver location) on Jan. 21

Suggestion to do Ian's in warm weather in future years to take advantage of patio/bike path.

- vi. 50/50 Raffles – At the Jan. 7 Board meeting, we decided to focus our efforts on doing a 50/50 raffle at Party for Purgolders. Future 50/50 raffles may be considered for 2026-27 school year.
- vii. Scoreboard – Kyle continues outreach to obtain sponsorships from the community.

8. Open Discussion

Ideas for engagement activities can be sent to Becca

Mike does Professional Development for coaches – and would volunteer to do this for free! Eager to help and has previously approached AD with no luck. Erin notes that the new Assistant AD has been upgraded from a clerical position and filled by Emily Halberg - consider reaching out to her to start the conversation. Erin also notes that youth sports recruitment, as a bridge program between East and its feeder middle schools, is her next goal after concessions is handed off to Boosters. Mike can bring back ideas from youth sports conference.

Each team should have a parent rep that participates in Boosters - not required to get money, but it's effective in keeping teams engaged.

9. Next meeting

- a. Monday, February 9 at 6:30 pm - *bring three friends!*
- b. Draft 2026 budget and goals

10. Adjourn

6. Grant proposals + funding requests supporting docs

French Club - \$1,000

Club/Sport Description

French Club is not listed above but this grant request is for French Club!

French Club explores the Francophone world through guest speakers, games, and cultural activities, and gives students opportunities to speak French outside of the classroom. We welcome anyone with an interest in Francophone culture, whether they take French or not.

Number of students participating

40

Amount Requested

\$1,000.00

Purpose of the Funds

In Wisconsin, there are unfortunately very few opportunities for French fieldtrips so we often have to travel to Chicago. This year, French Club would like to go visit the Haitian American Art Museum in Chicago to learn about the history of Haiti and meet some of the local artists. The funds would help us cover a portion of the coach bus that is required by MMSD when traveling across state borders and normally costs between \$2000-\$2500. With a portion of the bus covered and French Club covering the rest with our Seroogy money, students will only have to pay a small entrance fee to the museum which will help ensure that more students are able to go.

Detailed Financial Breakdown of Requested Funds

\$1000 towards a portion of the coach bus. We will get several quotes from companies and go with the best one for our students and the timeline of the field trip. French Club will cover the remainder of the bus with funds from our Seroogy chocolates.

Spanish Career Class - \$100

Club
Raza United
Club/Sport Description
Its not RAZA. I teach a Spanish Careers class and have been invited to take students to MATC for multilingual day. We are going tomorrow to MATC for the day and lunch is not included. Meal vouchers are \$10 a piece and I have about 10 kids who need a lunch voucher. Its not cool to give kids a sack lunch from the cafeteria to eat at MATC. I could really use \$100 to cover lunches and if I have more kids I am prepared buy them myself.
Number of students participating
10
Amount Requested
\$100.00
Purpose of the Funds
Please see above.
Detailed Financial Breakdown of Requested Funds
Lunch 10 kids X \$10 - \$100

Tennis Request to Spend Existing Grant Funding

GAMMA
200 WATERFRONT DRIVE
PITTSBURGH PA 15222
UNITED STATES

SALES ORDER

☎ 412-323-0335
✉ sales@gammasports.com

Bill To
ATTN: PATRICK GRANT
MADISON EAST HIGH SCHOOL PURGOLDER
BOOSTERS CORPORATION
2222 EAST WASHINGTON AVE
MADISON WI 53704
UNITED STATES

CUST #	170069
DATE	12/10/2025
SALES ORDER	SO442485
PURCHASE ORDER	QUOTE
PAYMENT TERMS	

Ship To
ATTN: ANDREW JOHNSON PURGOLDER
BOOSTERS
MADISON EAST HIGH SCHOOL
2222 EAST WASHINGTON AVE
MADISON WI 53704
UNITED STATES

Please Remit To
GAMMA SPORTS
PO BOX 536765
PITTSBURGH PA 15253-5909

Item	Description	Qty Order	Qty Ship	Rate	Amount
MG5317	Gamma 5003 6 Pt	1	0	\$1,706.39	\$1,706.39
MTC00	Gam TensionCalibrate	1	0	\$35.99	\$35.99
MPG00	Starting Clamp	1	0	\$44.99	\$44.99
MGSMC00	Gam Upright Mach Cvr	1	0	\$35.99	\$35.99
RGJQK24	'14 QK Racq 23 Orang	12	0	\$15.99	\$191.88
CQK3611	Quick Kids 36 Tennis Ball - 24 Box	4	0	\$37.49	\$149.96
CFREV10	Foam Revolution Ball - 12 Bag	8	0	\$48.99	\$391.92
ARS600	Court Spots 6-Pack Assorted	6	0	\$27.99	\$167.94
BEZTB00	EZ Travel Cart Bag	2	0	\$31.31	\$62.62
BHBRIU10	Ball Hopper Brute 325 Ball Cart	1	0	\$242.99	\$242.99
BEZT11	BH EZ Trvl Cart XD	2	0	\$157.53	\$315.06
ACL2400	Mini Ct Lines 24/pk	1	0	\$46.19	\$46.19

Comments

SUBTOTAL	\$3,391.92
DISCOUNT	
TAX	\$4.00
SHIPPING ESTIMATE	\$111.28
TOTAL	\$3,503.20



200 WATERFRONT DRIVE
PITTSBURGH PA 15222
UNITED STATES

SALES ORDER

☎ 412-323-0335
✉ sales@gammasports.com

Bill To
ATTN: PATRICK GRANT MADISON EAST HIGH SCHOOL PURGOLDER BOOSTERS CORPORATION 2222 EAST WASHINGTON AVE MADISON WI 53704 UNITED STATES

CUST #	170069
DATE	12/10/2025
SALES ORDER	SO442486
PURCHASE ORDER	QUOTE
PAYMENT TERMS	

Ship To
ATTN: ANDREW JOHNSON PURGOLDER BOOSTERS MADISON EAST HIGH SCHOOL 2222 EAST WASHINGTON AVE MADISON WI 53704 UNITED STATES

Please Remit To
GAMMA SPORTS PO BOX 536765 PITTSBURGH PA 15253-5909

Item	Description	Qty Order	Qty Ship	Rate	Amount
BHPRO50	BH Pro 90 - 5/box	1	0	\$199.95	\$199.95

Comments

SUBTOTAL	\$199.95
DISCOUNT	
TAX	\$0.00
SHIPPING ESTIMATE	\$15.88
TOTAL	\$215.83