

Booster Club Meeting Agenda – March 2, 2026

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 what you will/won't miss about winter
- c. Board quorum count

Board members present: Susan Parsons, Tracy Burrus, Sunny McDaniel, Becca Schwei

Board members absent: Erin Walker

2. Fundraising Updates and Planning

Board's goal is, within the next month or two, to produce a full plan for the 2026-27 school year, including fundraisers, project leaders, and financial projections. Boosters are going to absorb concessions, which will be a big lift, so will want to ensure that we are balancing our calendar and responsibilities well.

- a. Bake Off

Recap: grateful for planning committee members Kaitlin McDonough and Kristie Roller; our 45 volunteers, 40 competitors, 6 judges, 3 judging assistants and everyone who donated baked goods. We had a great community presence and plan to repeat the event next year. Hoping to leverage the culinary program by working with Emily Sonneman; she expressed interest in a run-up event similar to OKF's Top Chef program - which overlaps well with Elegant Foods owner Mike Olson's interest in mentoring aspiring bakers to help improve their recipes in the weeks leading up to the event.

	Date	Revenue	Costs	Profit	Description
	December		\$580.00	-\$580.00	room rental
	January	\$76.94		\$76.94	
	February - cash + checks	\$1,718.00		\$1,718.00	
	February - PayPal+Venmo	\$1,045.75		\$1,045.75	
	Kaitlin McDonough costs		\$192.23	-\$192.23	
	Judges gifts		\$76.50	-\$76.50	
				\$1,991.96	

- b. Party for Purgolders - Estimated budget based on last year + increased ticket price - \$19.571 revenue - \$4,500 cost = \$15,071)

Long-standing East side tradition that was brought back last year and will become an annual event. Will be held April 25 at the Elks lodge with a great lake view. Raising ticket prices slightly this year - we did sell out last year.

Planning committee's first meeting is tonight following this meeting and will meet virtually via Zoom on a more frequent basis. Plenty of volunteer opportunities at the event itself as well as leading up to it - calls, outreach, publicizing ticket info, hanging flyers. The flyer has the QR code to the website, and tickets are already on sale. The Facebook event will be created this week - everyone is encouraged to share.

Feedback and questions:

Last year's event was "raucous and wonderful" with "great positive energy." The extras (50/50 raffle, item raffles, prize wheel) kept it fun even if you didn't want to dance, and the food was outstanding, especially the culinary program's charcuterie boards.

Is there any chance to tie into alumni connections to drive attendance and/or donations? There doesn't seem to be an alumni mailing list, but East's principal Patrice Haste said that the school is willing to help us promote via social media. Planning committee will also personally invite everyone who went last year.

- i. \$11,694 = 200 tickets at 40 * \$38.98 (\$7,796) + 80 tickets are 50 (\$3,898)
- ii. \$877 = 45 coach tickets * \$19.49
- iii. \$4,000 = Donations - *these were from ticket price round-ups as well as donations*
- iv. \$1,500 = Wheel
- v. \$1,500 = Raffle

c. Coffee Sales – can earn \$770 if sell all coffee (sold 80 bags to concessions at wholesale price)

- i. Still have 91 bags to sell (300 – 209 = 91)
- ii. Plan for pop ups at 3/4/26 Combined Concert, 3/12 Community Resource Fair, 3/18 Choir Concert
- iii. Need other ideas

We make \$3.50 profit per bag. Having pop-ups at arts events has been very successful, as there is strong turnout there, and is a great way for us to meet parents. Hawks Quindel law firm has offered to buy any inventory after our March 4 popup at the Combined Concert.

Will likely repeat this again next year, whether with Just Coffee or a different vendor, like Rusty Dog. Next year, will work with art teachers earlier in the semester and have a process for selecting label winners.

Question: Could we start this process earlier, like this year, so we can get a headstart on the artwork for labels and have coffee ready to sell at the start of the school year when energy is high and there are several back-to-school events? Consider having a competition for 9th-11th graders. Becca said she would follow up with Patrice on this.

Note that coffee (and merch) are not huge money makers but they are a way to provide a service and create a presence.

d. Scoreboard Sponsors – raised \$3,000

We started this process a bit later than desired this past year. The goal is to spend this spring planning so we can start sales sooner, like over the summer, so we are ready with scoreboard graphics when school starts.

Need to determine how to approach businesses with a tiered menu of sponsorship options and plan our asks so that businesses don't get tapped repeatedly - need to create a master spreadsheet for this. Also want to plan for sponsor recognition - programs, banners, ad space, rolling billboards, etc. Need to follow up with Patrice and Judith on donor recognition.

Suggestion to work with East groups that sell tickets to events (Dia De Los Muertos, Drag Show) to provide a needed service, keep the funds closer to East, and capture email addresses to add names to the Boosters mailing list.

- e. Direct Donations outside of events, including reunions – about \$2,500 (includes 1 very large donation)

Patrick, previous Boosters president, stood up the infrastructure (Venmo, Paypal, website) to collect direct donations. Next year, the task is to figure out how to better market and activate this mechanism.

- f. Dining out

Sunny stood up this year's series and got sponsored fridge magnets printed. Once it's organized, this is relatively low-lift other than promoting it. Also, a relatively easy discrete task for someone to coordinate on a flexible schedule. Could be done by someone as a standalone project.

This year's series was primarily chains, rather than independent businesses, to take advantage of free corporate money, and because chains are relatively affordable. Appeal to students and proximity to East was also a factor. In future years, could look for ways to support local independent businesses (e.g., \$1 from a specific latte benefits East all month long, or 10% of sales from a specific item, etc). Would be great to identify East-connected businesses owned by alums and parents and help drive business to them. We don't want to send the message that we're always asking for donations but never really benefiting their business otherwise. This also establishes a stronger sense of community and East pride.

Dining out		\$1,419.56	\$ -	\$1,419.56		
Location	Date	Revenue	Costs	Profit		
Chipotle	September	\$ 661.86	\$ -	\$661.86		
Cafe Zuppas	October	\$ 138.19	\$ -	\$138.19		
Noodles and Company	November	\$ 170.60	\$ -	\$170.60		
Portillos	December	\$ 42.28	\$ -	\$42.28		
Ian's Pizza	January	\$ 138.45	\$ -	\$138.45		
Panera	Februrary	\$ 268.18	\$ -	\$268.18	*haven't gotten check yet	
Five Guys	March		\$ -	\$0.00		
Milios	April		\$ -	\$0.00		
Chocolate Shoppe	May		\$ -	\$0.00		

g. Online Auction – new for 2026-2027

Would like to do this before the holidays, so items are up in November. Need to start collecting items now and over the summer so we're ready go to in the fall, and can publicize the auction at fall sports, arts and back to school events.

Need to decide whether this would be online or in person, or a combo of both. Open to feedback on this and are looking for anyone who has done this and is willing to support.

h. Concessions in 2026-2027 –

i. Shifting this to the Booster Club in fall 2026

ii. Erin is stepping down in December 2026

iii. Tracy and Becca drafting a plan for Fall

1. Will continue to use teams and clubs to staff and “pay them”

2. Working with the school on access and storage space

The concessions program has historically been run almost entirely by Erin, functioning as a one-woman operation. This is not sustainable. The goal for fall is to transition to a Booster-run model with a clearer structure, while Erin shifts into an advisory/consulting role.

Most concessions activity occurs in the fall, with some events in winter, and operations largely wrapping up by February.

Currently, concessions is typically staffed by teams and some clubs. Coaches recruit parents and students to work shifts. Groups are “paid” based on the hours they staff; historically, the amount has varied depending on event traffic. (Some other schools have parents staffing concessions and clubs applying for a share of proceeds.)

Need to identify leads for purchasing, scheduling, staffing, opening/closing procedures. Considering having point people for each sport to make the commitment manageable (e.g., one person who runs home volleyball games, one who runs girls basketball, etc). Would like to build a tiered staffing model (Tier 1, Tier 2, Tier 3 events) based on expected attendance - analyzing ticket sales data provided by the AD to help determine staffing needs (note: student passes are not included in ticket counts). Also want to build out a year-long concessions calendar so we have visibility into the whole picture.

Questions and feedback:

Tennis team will again be doing concessions at the state tournament, which can give Tracy and others insight into inventory, strong sellers, etc. Also note that from previous experience here, students can handle most of the work; parent volunteer presence can be relatively minimal and focused on higher-level tasks.

There are enough teams and clubs who rely on Booster funding that participation in concessions should be strongly encouraged.

What is the difference between concessions (food sold at sporting events) and the school store (food sold during the school day), which are currently operating out of the same space? Admin is discussing relocating the school store to a new location; it will remain run by Erin/MMSD. Concessions will become a separate operation run by the Boosters with isolated inventory, storage and access.

Note that access and storage are major challenges, especially when it comes to delivery, inventory, events. Suggestion to escalate this to the school board as these restrictions hamper parental involvement.

What are other schools doing? West will not have concessions next year due to staffing challenges - a situation East wants to avoid. Memorial and LaFollette have stadiums and therefore higher traffic and more sales potential than East or West.

Is there a manual? No formal manual exists yet. Work is underway to create checklists, how-to guides, SOPs, QR codes linking to instructions for equipment (how to work the popcorn machine, etc).

Volunteers do not need to join a committee to contribute; Becca and Tracy welcome feedback, experience, and suggestions.

- i. Swag – under discussion for 2026-2027
- j. Golf Outing – under discussion for 2026-2027

Some interest in this idea, but don't have a clear project lead or a date. Note that summer may be difficult as we don't necessarily have all of the same avenues to publicize and generate interest as we do during the school year. If someone is passionate about taking this on, great! If not, we will likely table for a future year.

Any other fundraising options we may be missing?

Boosters presence at neighborhood festivals hosted by MNA and SASY. Would need to determine whether the presence should be an information table (awareness, sign-ups, outreach), or a sales table (merch, coffee). Could serve as a major community-awareness moment for Boosters. Possibility of hosting a large Boosters meeting or kickoff event at one of the festivals.

Orton Park date falls closer to school, so good timing for back to school merch sales. The Jazz Brunch features music by the East High Jazz Combo. Natural opportunity to highlight student talent and connect arts families with Boosters.

Engagement ideas:

- *Booth with a raffle entry for anyone who stops by.*
- *"Bring a friend" = extra raffle ticket.*
- *Use the event to recruit committee members, build outreach lists, and generate excitement for the coming school year.*

Alumni parents who remain connected to East often attend neighborhood festivals and could be a strong audience for outreach.

Note that several East sports/activities have their own 501(c)(3) booster organizations, including baseball, which already sells hot dogs and other items at festivals. Some of these groups may be interested in merging with the main Boosters, potentially as early as next summer.

Mountain Bike Team has done festival tabling before. Increased visibility, community building, and reaching people who didn't know the group existed.

What about *neighborhood grants*?

Boosters have not received an MNA grant but did receive a SASY grant. We have directed some parents toward SASY and MNA grants for projects and offered support with the applications.

What is our meeting plan for next year?

Would like to publish the full year's calendar on the website, with a clear purpose and topic for each meeting. Discuss that topic fully, identify volunteer opportunities, and generate excitement for upcoming events. For example, September's meeting would be a kickoff to the school year - generate awareness and excitement about the full year calendar.

Suggestion to put an end time (90 minutes). This transparency might help people feel like attending is less of an open-ended commitment. Also want to be very clear that there is no obligation to participate! Just being here IS participating and supporting. We will talk about opportunities, but no one is forced to sign up for anything. Sunny can and will make these changes to the monthly meeting notices and reminders effective immediately.

Considering moving away from Mondays. Board will discuss.

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

- a. March 4 - Combined Concert
- b. March 12 Community Resource Fair
- c. March 18 Choir Concert
- d. April 25 – Party for Purgolders - Variety of volunteer opportunities – coming soon!

4. Grant proposals + funding requests - To date, have given out about \$14,500 in grants to sports/clubs/school activities not including requests below

- a. Girls Tennis - \$1,000
- b. Boys Tennis - \$1,000

Shared equipment. \$2,000 total.

Sunny notes that the grant process document only specifies coaches, advisors, principals, AD as submitters. It doesn't say that parents can apply but doesn't say they can't. Approving a grant submitted by a parent establishes a precedent - we will want to discuss internally as a board whether we are okay with this. This particular grant was confirmed by the coach and approved by the AD, so no real concerns about the legitimacy, and no conflict with the bylaws- but need to align our process.

Mike moves to approve. Susan seconds. Motion passes.

c. ATL - \$1,000

Patrick moves to approve. Katilin seconds. Motion passes.

d. Senior Yard Signs – up to \$3,500

The school currently has funding to provide only one senior gift option - either a shirt or a yard sign – and has the senior class vote on which to do. In a previous year, the school offered shirts only, and parents were very upset; now. If Boosters were to cover the cost of yard signs, students could receive both a free shirt and a sign. The plan is to state that the signs were donated by the Booster Club and include the Booster Club QR code on the signs to encourage donations. The school will design the signs and Booster Club will review. The school will enter in the printing contract for the signs and the Booster Club will provide the funding.

Becca makes a motion. Sunny seconds. Motion passes.

Suggestion to look into Minute Man Press for favorable pricing.

e. Support for Senior Breakfast and the Purgolder Picnic – up to \$2,000

Becca approves, Tracy seconds. Motion passes.

f. Senior Signing Day – Cost TBD

Funding would be for food and maybe signs. More info forthcoming. No action taken.

Sunny moves to adjourn, Susan seconds. Motion passes.

5. Committee Report outs

a. President's Report (Becca)

i.

- 1.
- 2.
- 3.

ii.

b. Treasurer (Becca - Acting)

MEHS Boosters Monthly Financial Report						
Starting balance	2/8/2026	Current Balance	2/28/2026	Outstanding Costs		Total Available
Checking	\$41,707.87	Checking	\$41,652.32	Checks to East HS	(\$2,133.66)	
Savings	\$51,961.72	Savings	\$51,961.72	Check to Kaitlin M for Bakeoff	(\$192.23)	
PayPal	\$1,047.65	PayPal	\$2,936.35	Remaining Tennis Grant	(\$998.25)	
Venmo	\$0.00	Venmo	\$1,024.15	Mariachi Donations	(\$975.20)	
Cash on Hand	\$0.00	Cash on Hand	\$118.00			
TOTAL	\$94,717.24	TOTAL	\$97,692.54	TOTAL	(\$4,299.34)	\$93,393.20
				February 8 Figures	(\$2,948.00)	\$91,768.99
		Net Change:	\$2,975.30		(\$1,351)	\$1,624.21

INCOME in Past Month		
Individual Donations	\$49	
Bake Off	\$2,764	
2/21/26 Pop-Up at Youth Night	\$229	
2/14/26 Pop-Up at Bake Off	\$266	
Dining Out Events	\$138	
Ian's Pizza	\$138	
Party for Purgolders	\$663	14 tickets sold out of 325
Mariachi Donations	\$975	
Concessions	\$0	
Interest/Dividends	\$0	
TOTAL	\$5,084	

EXPENDITURES in Past Month		
Grants Awarded	-\$2,133.66	Note: these checks haven't cleared yet
Mountain Bike Club	-\$1,000.00	
Cyper	-\$590.00	
Pizza for Teachers	-\$500.00	
Donations to teams and clubs	-\$43.66	
Bake Off	-\$268.73	Note: \$76 in judges gift from stock we already own; \$192 is outstanding
Coffee	-\$950.00	
Constant Contact	-\$18.47	
Office Supplies	\$0.00	
TOTAL	-\$3,370.86	

FISCAL AGENCY	
US Tennis Association Grant - held for Boys Tennis	(\$998)
RAZA Mariachi Fundraiser	(\$975)
TOTAL	(\$1,973)

c. Vice President (Tracy)

i. Outreach

1. EHS Conferences – unstaffed Booster table
2. “Feeder” Middle School end of year events
3. New Item for discussion:
 - a. Orton Park Festival Booster booth
 - b. Applications due March 31, 2026
 - c. \$30 for one day of festival
 - d. It’s close to start of school; information, mailing list, sell apparel, QR code donations

ii. Apparel

1. Continuous fundraiser
2. Bulk order cost

3. End of school events – would like to have apparel available

iii. Concessions

1. Visited LaFollette – Concessions Operations Overview
2. Ongoing – planning, timeline for transition

d. **Secretary (Sunny)**

- Website:
 - February meeting minutes have been posted.
 - Website refresh is underway.
 - In February, 12 new mailing list subscribers and 6 unsubscribes.
 - Continue to monitor signups for bot spam/scam email addresses.
- Mailing List:
 - Engagement remains strong with a 60% average open rate.
 - Drag Show had highest open rate yet (71%)
 - Demetral Track email had highest click-through rate ever (11%).
 - Several sports teams also reposted content on IG.
 - Another roundup-style email will go out on 3/5, focused on March arts and cultural events.
- Social media:
 - Will focus more on engagement via these channels in the coming months
 - We have over 2K followers on Facebook.
- Please follow us on Facebook and help promote events by liking and sharing: *Madison East High Purgolder Boosters*.

e. **Concessions (Erin)-**

Boys basketball will host Janesville Parker for our last home event for the season/year. Still looking for people to help lead concessions for next year. 4-5 people that would take turns being the “lead” at the event and help show clubs/teams to run concessions at events, being around to help problem solve and help clubs and that are new to doing it.

f. **Fundraising Report (Susan)**

See Dining Out and Bakeoff totals above

Planning for Party for Purgolders 2026 is underway!

- Event details: **April 25 from 7-11pm at the Elks Lodge.**
- VO5 band is booked to play
- Recent promotion: article and flyer went out in Purgolder Press on 2/27, designed and printed a promotional poster to display at parent-teacher conferences on 3/5 and 3/6, outreach to local media and neighborhood associations to spread the word

- **We need committee members to help plan and pull off Party for Purgolders. It's our biggest fundraiser of the year! Interested? Meet with Susan directly after the Boosters meeting today.**
- Many ways to help, from community and business outreach and promo ahead of time to setup and staffing on the day of the event.
- Event announcement went out in the Purgolder Press on 2/27
- Grab flyers today to post in the community
- Buy your tickets now and then send the link to friends and neighbors!
- **Link and QR code for buying tickets are live:**
 - URL: <https://www.easthighboosters.org/party-for-purgolders-tickets/>

PARTY FOR PURGOLDERS TICKETS



6. Open Discussion

7. Next meeting

- Monday, April 13 at 6:30 pm.

*Party for Purgolders committee will meet immediately after the general meeting.

- Concessions for 2026-2027 School Year
- 2026-2027 fundraising schedule
- 2026-2027 giving plan

8. Adjourn

Grant proposals + funding requests supporting docs

Boys and Girls Tennis Team - \$1,000 each

Sport
Boys Tennis
Club/Sport Description
Boys' tennis has grown tremendously over the past few years, having rebounded from COVID. Led by Coach Johnson, who was recently named the 2025 Big 8 Conference Spring Tennis Coach of the Year by all the other coaches in the conference. Coach Johnson, along with fellow coaches Emma Watermolen, Jared Holloway, and Jacob Greshik, led the 2025 spring team to their best dual meet record in over a decade, as well as fielded three full levels (Varsity, JV, and JV2), also for the first time in over a decade. Participation is key, and the team can be seen practicing year-round at the east courts, weather permitting. Many players who arrive at East have never played tennis before. Over the past years, we have raised funds to upgrade our equipment so that players are not held back and to provide equitable access to all. The team has had a successful fundraising season, obtaining grants from SASY and the US Tennis Association to support access and equipment, including a stringing machine.
Number of students participating
52
Amount Requested
\$1,000.00

Sport
Girls Tennis
Club/Sport Description
Girls' tennis has grown tremendously over the past few years, having rebounded from COVID. Led by Coach Johnson, who was recently named the 2025 Big 8 Conference Spring Tennis Coach of the Year by all the other coaches in the conference. Coach Johnson, along with fellow coaches Emma Watermolen, Jared Holloway, and Jacob Greshik, led the 2025 spring team to their best dual meet record in over a decade, as well as fielded three full levels (Varsity, JV, and JV2), also for the first time in over a decade. Participation is key, and the team can be seen practicing year-round at the east courts, weather permitting. Many players who arrive at East have never played tennis before. Over the past years, we have raised funds to upgrade our equipment so that players are not held back and to provide equitable access to all. The team has had a successful fundraising season, obtaining grants from SASY and the US Tennis Association to support access and equipment, including a stringing machine.
Number of students participating
48
Amount Requested
\$1,000.00

Purpose is the same for both teams:

Purpose of the Funds

Our team wishes to purchase 20 tennis racket bags. This will be used by both the boys and girls teams. Bags range from \$100 to \$150 per bag. This will enable our Varsity and JV teams to have a full set of bags. These bags have an expected lifecycle of 3-5 years, and our objective is to purchase the best quality bag to ensure longevity.

This will enable players to transport their equipment safely (tennis bags have padded compartments for rackets) and transport additional match-day needs such as towels, grips, and runners. Tennis bags are synonymous with the sport, and many of our players do not have personal bags. This will enable those athletes without a bag to represent themselves and East with equipment at a level on par with the other schools.

Our current bags are over a decade old, Many with broken zips and are worn out. East Tennis has also been active with fundraising outside of our request for boosters. We have raised over \$7,000 through grants. Our USTA grant is specific and designated for development activities. Other grants have gone towards purchasing rackets. Our other fundraising activities go towards purchasing hoodies and sweatpants for team players. Athletes wear these proudly in school and the community, boosting

East's profile.

East Tennis team members are also active in school fundraising and for boosters, running concessions at basketball events and most Thursdays in school. Expenses exceeding the allocation cap (\$1000 per team) will be met through external fundraising.

ATL Drumming - \$1,000**Club**

ATL Drumming Club

Club/Sport Description

The Atl Drumming club focuses on Mexica indigenous drumming techniques, with the purpose to instill cultural pride, self pride and self respect. Students learn about the history and the significance of the huehuetl, the Nahuatl name for they type of drum used. It meets on Mondays after school and our first debut will be at an event on Saturday March 7, 2026. We would like to have the drums at the event.

Number of students participating

5

Amount Requested

\$1,000.00

Purpose of the Funds

Funds will be used to purchase 3 traditional Huehuetls. These are traditional Mexica (Aztec) hand carved wooden drums with natural hide. Currently, students are practicing and using basic plastic buckets. Having a real huehuetl will give students a better understanding and pride to actually drum on a huehuetl. Funds will also be used to buy 6 traditional, more simplified outfits for the drummers.

Detailed Financial Breakdown of Requested Funds

\$700 for 2 carved pinewood carved Aztec drums
\$300 will be used to buy 6 outfits, each costing \$50. This is for the drummers and the instructor.