

1. Welcome and Introductions

- a. If you haven't already, please sign-in and make yourself a name tent
**Matt Rock – secretary of Eken Park and Westmorland Neighborhood Associations in attendance to listen, offer support, and see if we can find some synergies*
- b. Intro: If you went to Party for Purgolders, tell us something we should do again or something we should change
** Do again:*
 - signature cocktail;
 - celebrity bartenders;
 - indoor/outdoor spaces;
 - Susan as event lead** Consider doing differently, or anew:*
 - hope the third bartender doesn't call out sick;
 - look into a different band, possibly one with an East connection – Luke H-S (East choir director) has a band;
 - if bartender calls out, could they take drink tickets upstairs?;
 - earlier communication re: volunteers needing to pay for tickets;
 - could Elks/host give us a cut of the bar, or be more flexible about cost signature drink. Drink was a big success, but there was no volume discount – we paid by the ounce. State Line has indicated that they would be willing to donate the gin for the drinks.
 - Could we create some sort of "Raffle Here" overhead signage, maybe even that lights up? Acrylic sign suggestion (Sam); connect with woods teachers (Erin). Could use this at other events (Homecoming and LaFollette, Pack the Stands, Bakeoff, Youth Night) as well if we keep it generic. Tracy to take this away.
- c. Board quorum count
Present: Becca Schwei, Tracy Burrus, Erin Walker, Sunny McDaniel, Susan Parsons

2. Party for Purgolders

Total Revenue (minus fees)	\$17,286
Total Expenses	\$4,457
Net Profit	\$12,829

Sold 277 admissions tickets, but with band + guests had 300.

126 spins on the prize wheel.

620 raffle tickets purchased

60 area businesses contributed

40 volunteers

3. April Budget review

MEHS Boosters Monthly Financial Report					
Starting balance	4/13/2026	Current Balance		Outstanding Costs	Total Available
Checking	\$28,289.59	Checking	\$50,013.18	Checks to East HS	(\$3,254.56)
Savings	\$51,969.13	Savings	\$51,974.41	John Feith V05	(\$2,000.00)
PayPal	\$10,053.88	PayPal	\$200.00	Remaining Tennis Grant	(\$487.40)
Venmo	\$617.13	Venmo	\$636.65	Tennis stringer	(\$1,567.85)
Cash on Hand	\$0.00	Cash on Hand	\$0.00	Goodman Center (bake off)	(\$612.50)
				Culinary Arts	(\$307.00)
				50/50 Jessica Becker (\$1,533 - \$100)	(\$1,433.00)
TOTAL	\$90,929.73	TOTAL	\$102,824.24	TOTAL	(\$9,662.31)
				April	(\$4,299.34)
		Net Change:	\$11,894.51	Net Change:	(\$5,362.97)
					\$86,630.39
					\$6,531.54

INCOME in Past Month					
Individual Donations					
Deposit of Cash on Hand					
Dining Out Events	\$0				
Milos	\$0				
Party for Purgolders	\$11,936	\$10,717 tickets + \$1,608 donations + \$2,492 wheel + \$3,066 (-1433 to winner) raffle + \$969 sign drink = \$17,419			
		\$17,419 - \$4,820 April tickets - \$663 March tickets			
Mariachi Donations + Seed Shirts	\$255	\$1,512 + \$975 + 254.56 = \$2,741.56 total raised			
Concessions	\$0				
Interest/Dividends	\$4				
TOTAL	\$12,195				

EXPENDITURES in Past Month					
Grants Awarded	(\$3,254.56)				
Girls Soccer	(\$1,000.00)				
Mariachi	(\$1,000.00)				
Theatre	(\$1,000.00)				
La Raza pay outs	(\$255)				
P4P Expenditures	(\$4,535.00)	\$3428 to Elks + \$2000 to V05 + \$307 to Culinary Arts = \$5,735 - \$1200 (paid to Elks in Dec) = \$4,535			
Tennis Stringer	(\$1,567.85)	* note that Elks owes us \$1,121 for deposit, overage on bartender and signature drink			
Goodman Center Bake off	(\$612.50)				
Constant Contact	(\$18.47)				
Office Supplies	\$0.00				
TOTAL	-\$9,988.38				

FISCAL AGENCY					
US Tennis Association Grant - held for Boys Tennis	\$487	was \$2,505 but they bought a stringer			
TOTAL	\$487				

4. 2026-2027 Budget – Giving plan for upcoming school year based on

Savings	minus	Remaining 25/26 costs	Reserves	Expected 26-27 Costs	2026-2027 Giving
\$93,000	-	\$2000 (~3,000 in grants + \$1,000 from Elks)	\$20,000	\$12,500	~\$60,000

This large sum of money was inherited from previous, sports-only Boosters work done pre-Covid. The revived all-school Boosters (with go-forward from previous board) have committed to spending down this large amount via granting process, as well as a distribution plan. Will hold some in reserves, alongside allocation for operating costs and planned expenditures, but plan to give away ~\$60K in the 2026-27 school year. Will

depend on outstanding grant requests

- a. Propose splitting funding
 - i. 25% to capital investment = ~\$15,000 – will vote on it in June
 - ii. 25% to principal = ~\$15,000
 - iii. 25% to athletics = ~\$15,000
 - iv. 25% in grants = ~\$15,000
 - 1. Pay out in 3 increments = ~\$5,000 in Fall, Winter, Spring
 - v. Will discuss grants process in June

Ultimate goal is to focus more on raising money and less on deciding who gets money.

Principal and AD Discretionary Funds – establishing these block grants enables the people who best know the school's needs to control and direct funding appropriately. Board will write up some guidelines for AD and Principal discretionary spending, then they will come to September meeting to discuss their spending strategy/plan for the \$15K; Boosters will review and approve.

Capital Project – will review and vote on this at the June meeting. Principal and AD have some ideas; there is also an established community effort to build a track at Demetral. Capital projects should benefit a large number of students (potentially all) and provide an ongoing benefit to the school community.

Grants – will also come to the June meeting with a proposal for a 26-27 grants cycle.

Questions:

If AD is getting funding, are athletic teams still eligible for grants? Yes – just as with principal's fund, this gift does not preclude individual team/club grants.

How much do we raise in a typical year? Our goal is \$50K, but we do not yet have an established baseline. Three big fundraisers: silent auction, Bakeoff, and P4P; smaller fundraisers as well.

This process is flexible, not codified in by-laws. Can be revised as we go,

or in future years.

Part of our role is also to amplify and support other groups within East that are raising funds (e.g., soccer team's Banzo fundraiser). This shows that we are not territorial and seek to support all teams. Similarly, spoke with TJ (AD) about using SportsU to push out our things, like P4P, Dining Out and other events. Note that Athletic Department cannot promote our Donations page instead of SnapMobil, but a parent liaison to each team could.

Kaitlin makes a motion to approve 2026-27 giving plan, Erin seconds. Motion passes unanimously with Matt abstaining.

2. 2026/2027 Schedule – see attachment (at bottom of minutes)

Would continue to meet monthly as a board.

Have fewer Boosters meetings (six instead of nine), each with a purpose, instead of just general updates.

September is crucial – should be an overview of the year, offer lots of ways to get involved, have merch sales, and get people excited about the vision, opportunities and purpose.

Feedback:

Occasional meetings could be confusing to parents, whereas having a standing monthly meeting could make it easier for parents to remember and get involved. Suggestion to keep monthly meetings in place, with more built-in discussion/social time.

Fewer meetings may make more people more willing to get involved.

Could use the 'off' months to schedule additional meetings as needed, for working groups or specific topics (e.g., concessions-specific focus).

Social events (like the Table Wine event) might check that box of community engagement and interactivity, and feel less like an obligation than a meeting. Maybe those are in the months when we don't have meetings.

Attendance at neighborhood association get-together is different than a neighborhood

association business meeting. Both are good for engagement, but appeal to different groups.

Need to review by-laws to make sure we are okay with not meeting monthly – may need to tighten up some language.

Clear communication is more important than meeting frequency – and engagement is more important than meeting attendance.

Find punchy ways to celebrate engagement at the September meeting, festivals and other events.

- Signage/shirts: “I gave \$30K to East last year. Ask me how.”

- Shooting a confetti cannon when people sign up or donate. (Or, ringing a bell for a cleaner option.

Let’s continue to push mailing list enrollments.

Motion to approve meeting schedule: Sam moves, Trish seconds. Motion passes unanimously with Matt abstaining.

3. Renting out tablecloths for graduation parties?

- a. Charge \$20 to start
- b. \$10 per tablecloth after that
- c. Rent for 22 hours with 10 am pick up and an 8 am drop off for cleaned tablecloths)
 - i. Tracy and Becca can coordinate but may need help grad weekend
- d. Use google sheet or our website for signups
- e. Communicate through Purgolder Press + our email list
\$50 service fee, \$5 per cloth. Send them back washed. If you damage them you will have to replace them.
Could also consider printing and renting banners – these are affordable.

4. Silent Auction

- a. Online only auction in December 2026
- b. Advertise items starting mid-November at concerts
- c. Start collecting items now and do heavy push in September-October

Will be on 32 Auctions – a parent has donated her membership to the Boosters. Not too early to start asking for items. Looking for gift cards, but also

experiences, homemade items. Can create a google form or intake form on our website for people to start sending us ideas/offers for their contributions (and a QR code to this as well). Would like to have an end-of-year newsletter with a big picture recap of funds raised and donated. Will also include a call for silent auctions. Consider having a half-sheet version that we can put in the concert programs.

Consider a fun, hook-y way to get donations (like football fundraiser of a meaningful score, 13.09; or CLP 105 (1.05, 10.50, 105))

5. Mallards and Forward Games?

Table this for future discussion – this could be one of our social events for a month when we don’t have a meeting, or even before the school year.

They give a cut of the tickets, so a passive fundraiser.

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

a. School events – need help selling merchandise

Wednesday, May 20, 2026	Music/Arts	EHS Choir Concert	7:30 PM	
Thursday, May 21, 2026	Music/Arts	East Jazz Celebration	7:00 PM	8:00 PM
Friday, May 22, 2026	EHS School Event	EHS Purgolder Picnic	1:30 PM	3:37 PM
Thursday, May 28, 2026	Music/Arts	EHS Band Concert	7:30 PM	
Friday, May 29, 2026	Music/Arts	EHS Cypher Friends and Family	7:00 PM	
Wednesday, June 3, 2026	EHS School Event	Senior Scholarship Recognition	6:00 PM	8:00 PM

b. Upcoming Community Events

i. Eken Park - August 15 -

Matt notes that the festival is lacking a brat or hot dog vendor for the festival that is the closest to Oscar Meyer.

Becca is willing to staff the stand, but will need volunteers. We have not formally committed to this festival yet as a concessionaire.

ii. Orton Park – August 28-30

Need volunteers for this. Will have swag, mailing list signups, Dining Out magnets, maybe prize wheel. We have formally committed to this festival.

7. Grant proposals + funding requests - To date, have given out about \$26,500 in grants + to sports/clubs/school activities

21	Sisterhood Summer Speed and Strength	Sarah Elmore	selmore@madison.k12.wi.us	4/14/2026	\$500
22	Strength	TJ Rogness	tjrogness@madison.k12.wi.us	5/4/2026	\$1,000
23	Math Club	Phillip Glarowicz	pgalarowicz@madison.k12.wi.us	5/8/2026	\$750.00

Motion to approve: Erin motions, Susan seconds. Passes unanimously.

We are notifying grant recipients that their grant passed and that their funds will be allocated to their activity fund with Judith's support.

8. 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)

- See Above

c. Vice President's Report (Tracy)

- i. Apparel – two bulk orders received with a basic East High School Purgolders design and a Class of 2030 design
- ii. Online stores are open
 1. QR codes will be sent out via the Purgolder Press and mailing list
 2. Poster boards with QR codes will be displayed at remaining Booster Pop-Ups
- iii. Middle Schools Outreach – T-shirt order for “feeder” middle schools
 1. Tentative Proposal – purchasing remaining bulk order needed to reach 500 shirts for pricing.

Have not heard from O’Keeffe; Blackhawk and Sherman **have confirmed.**

Motion to spend \$2500 to buy 500 single-color, East shirts.

Participating feeder schools PTOs will reimburse for their shirts.

Any excess shirts will be sold through the Boosters. Erin motions, Kaitlin seconds. Motion passes unanimously with Matt abstaining.

- iv. Concessions – walked through concessions area to look at storage areas since Boosters and School Store will be sharing the same concessions space

Affiliation Store QR Code:



Grad Year Store QR Code:



d. Secretary's Report (Sunny)

- April meeting minutes have been posted to the website.
- Contact list growth increased by 15% after adding all P4P attendees into Constant Contact. Additionally, Boosters ad in Urinetown program brought in three additional subscribers via the QR code and popup tables brought in another three.
- Email performance remains strong: 65% open rate and 3% click-through rate (respectively, well above and on par with nonprofit benchmarks)
- Facebook engagement continues to rise, averaging 1,100+ views per post
- Board Member Spotlight series was highly popular; plan to repeat next year along with the Club Spotlight series.
 - Open to suggestions for additional topics or series for 2026–27
- Sent out spring Arts Events roundup and Pack the Stands emails
- Newsletter planning underway for a twice-yearly update highlighting funds raised and donated
- Promotional support for clubs and teams continues (e.g., track team meat raffle, soccer team Banzo dinner)
 - plan to proactively remind staff during next year's inservice that Boosters can help promote their activities via mailing list and Facebook

- Next year, will include a “can’t make it to the event? support by donating here” link to the Boosters Donate webpage to allow folks who can’t attend the opportunity to support
- 2026–27 communications plan scaffold has been drafted and can be shared at the next meeting
 - *Note: we have info from East office on established communication channels (e.g., PeachJar, PP, in-school slide shows)*
- Upcoming events include the May 20 Chocolate Shoppe fundraiser
- Donations QR code pilot at the musical (see below) was well-received
 - brought in two donations, \$60 total
 - Consider doing this for other clubs/teams/ events next year

Flush With Generosity

This restroom is free.

Putting on a musical is not.

If you're enjoying Urinetown, consider supporting East's theatre program, with a donation to help fund sets, costumes, tech, and student opportunities.

Scan to donate to the East Side Players.



Choose the option to direct your donation to a specific [club](#), and select East Side Players.

Grateful for every drop of support for our students.

e. **Concessions (Erin)**-Working with Andrew Johnson (Tennis Coach) for plan for state tennis(June 4th-6th and 12th-13th) and with Tracy to transition game concessions to Boosters. Please keep an eye out for volunteer signups in the fall. Even though clubs and teams will sign up to work, we will need steady volunteers to be “leads” in the stands so responsibility doesn’t fall onto one person.

f. **Fundraising Report (Susan)**

- a. A huge thank you to everyone who volunteered at and attended Party for Purgolders! Thanks to you we raised nearly \$13,000.
- b. We had over 60 donors for this event. Want to help write thank you notes? See me after the meeting.
- c. Merch sales continue at our popup Booster table at East events
- d. Table Wine - \$100 (\$50 earned, \$50 matched by Table)
- e. Milio's Dining Out - \$150
- f. We've already started soliciting donations for the silent online auction to be held in late fall 2027.
 - Do you own a business, work somewhere, or know of local places that could donate auction items such as gift cards, tickets, services, or experiences? Get in touch with me at fundraising@mehsboosters.org

9. Open Discussion

10. Next meeting - Monday, June 8 at 6:30 pm.

- a. Capital Project
- b. Grant Process for next year
- c. Concessions for 2026-2027 School Year

10. Adjourn

Grant proposals + funding requests supporting docs

1. Sisterhood for \$1,000

Grant Form : Entry # 212
Name Sarah Elmore
Email selmore@madison.k12.wi.us
Activity Principal
Club Sisterhood
Program Description Sisterhood's mission is to support and celebrate a culture of Black Excellence at East High School . Members are primarily African American students in 9th through 12th grade who identify as female or gender non-binary. Club meetings consists of discussions of current events, celebrations, volunteer opportunities, team building and guest speakers. This year Sisterhood members ran a food drive for the River food Pantry, did an East Campus Clean up, and read to students at Emerson Elementary during Read Your Heart Out. Junior and Senior students are club leaders. They run the meetings (with assistance from advisors) and act as mentors to younger students. Sisterhood regularly has between 15-20 members at each weekly meeting.

Number of students participating 20
Amount Requested \$500.00
Purpose of the Funds Sisterhood is planning a trip to Chicago on May 20th to visit the Du Sable Black History Museum and take a Chicago River Architecture tour. The members have volunteered at UW and EHS concessions throughout the year to save for this trip. The girls are excited to expand their knowledge of Black History and have this experience in Chicago together. We anticipate the trip being educational and fun!
Detailed Financial Breakdown of Requested Funds Sisterhood ia requesting \$500.00 to help with the cost of chartering a bus to Chicago. Total Cost of Trip: \$1,961.47: Riteway Bus to and from Chicago (quotes from various Bus companies were received- this was the cheapest) \$50.00: Tour Guide at Du Sable Museum \$0: Free Admission to Du Sable Museum \$704: Wendella Chicago 90 minute Architecture tour (\$32.00 per person with Public School discount) \$330: lunch \$15 per person (Subway or Milos)
Quotes & Estimates <ul style="list-style-type: none">Quotation-Details-48246.PDF

2. Speed and Strength - \$1,000

Grant Form : Entry # 298

Name

TJ Rogness

Email

tjrogness@madison.k12.wi.us

Activity

AD

Sport

Wrestling

Program Description

We are able to offer the Summer Speed & Strength program this summer after being off last year - our strength coach will continue to work with our kids from June 15-July 30. And we're able to invite the middle schools this year (due to a change in WIAA regulations).

This program focuses on building explosive speed, strength, power, and agility with structured training in a competitive environment. There will be three sessions per day, Mon-Thurs:

9:00-10:30 AM - HIGH SCHOOL GIRLS ONLY (ALL SPORTS)
10:30-12:00 PM - ALL HIGH STUDENTS (ALL SPORTS)
12:00-1:30 PM - MIDDLE SCHOOL STUDENTS (ALL SPORTS)

We don't want any obstacles for anyone to participate so we do not want (are not going) to charge the kids to participate. Unfortunately, since it's outside of the school being in session, we cannot use school funds to cover the coach's contract like we do during the year.

Any additional source of funding will be very helpful in making sure this program is available for everyone.

Number of students participating

250

Amount Requested

\$1,000.00

Purpose of the Funds

Any funds awarded will go toward offsetting the coach's summer contract to run the Summer Speed & Strength program described above. The program is open to all students in any sport, including current Middle School students.

Detailed Financial Breakdown of Requested Funds

Coaches Summer Contract - \$1000

3. Math Club - \$750

Grant Form : Entry # 304**Name**

Phillip Galarowicz

Emailpgalarowicz@madison.k12.wi.us**Activity**

Principal

Club

Math Club

Program Description

Math Club promotes awareness and enjoyment of mathematics at East and builds community among students who love problem-solving. The club includes 10–20 students who meet weekly and participate in math competitions and conferences. Our major fundraiser is an annual community event called the Pi Mile. Now in its 26th year, the Pi Mile brings 75–150 students, families, and community members together for a 3.14-mile run/walk offered in both in-person and virtual formats. The event celebrates math in a fun, accessible way while supporting equitable access to graphing calculators and competition opportunities for East students.

Number of students participating

20

Amount Requested

\$750.00

Purpose of the Funds

Grant funds will be used to cover core costs of the 26th Annual Pi Mile so that more of the event's registration revenue can directly support students. The largest expense is the pie gift card provided to each participant, which costs \$6.85 per person and significantly reduces net fundraising. Funds will also help purchase event pies for finishers. By offsetting these costs, the grant ensures the Pi Mile remains affordable and accessible while increasing the amount Math Club can reinvest in student needs, including competition scholarships and rental graphing calculators for students who cannot afford their own.

Pie gift cards for participants: $\$6.85 \text{ each} \times 75\text{--}150 \text{ participants} = \$514\text{--}\$1,028$ (registration fees offset part of this cost)

Event pies for finishers: Approximately 20 pies to serve ~120 participants if sliced; additional pies needed if whole pies are provided (estimated \$8–\$12 per pie = \$160–\$240)

While we plan to use all grant funds for pies, if registration numbers or pie costs are lower than anticipated, any excess grant funds would be used for:

Competition and conference scholarships: \$100–\$200 to reduce cost barriers for Math Club members

Graphing calculator maintenance and replacement: \$100–\$200 to support classroom sets and rental calculators for students who cannot afford their own*

Quotes & Estimates

- [pi-mile-pies-estimate.png](#)

2026-2027 Schedule

Month	Board Mtg	Booster Club Mtg	Fundraising Focus	Concessions	Dining out	Apparel	Coffee Sales
August	YES			Prep for fall	Get magnets printed	Sell at Orton Park	
September	YES	Welcome Meeting – 2 nd week of September	Prep for silent auction	Fall Sports	YES	Sell at events + online	Art competition begins
October	YES	Fall Grants Meeting – last week of October	Prep for silent auction	Fall Sports	YES	Sell at events + online	Select art by mid-month + order coffee w/online form
November	YES		Begin silent auction		YES	Sell at events + online	Sell coffee at concerts + holiday orders
December	YES	Business Meeting - first week of December – elect board members, close out fiscal year	Hold Silent Auction Prep for Bake Off	Winter Sports	YES	Sell at events + online	Sell coffee at concerts + concessions + holiday orders
January	YES – transition mtgs		Prep for Bake Off	Winter Sports	YES	Sell at events + online	Sell coffee at c + c
February	YES	Winter Grant Meeting – first week of February	Hold Bake Off Prep for P4P	Winter Sports	YES	Sell at events + online	Sell coffee at c + c

March	YES		Prep for P4P		YES	Sell at events + online	Sell coffee at concerts
Month	Board Mtg	Booster Club Mtg	Fundraising Focus	Concessions	Dining out	Apparel	Coffee Sales
April	YES	Spring Grants Mtg + 2027-2028 prep – 2 nd week of April - hear from capital project options; goal setting, etc.	Hold P4P		YES	Sell at events + online	Sell coffee at concerts
May	YES	2027-2028 Academic Year Planning meeting – 3 rd week of May			YES	Sell at events + online	Sell coffee at concerts
June	YES				Lock in restaurants	Sell to reunions	
July	YES				Lock in restaurants	Sell to reunions	