



Meeting Minutes: Madison East Booster Meeting Sep 8, 2025

1. Call to order at 7:05 p.m.
2. Roll call of members of the Board of Directors present. Board members present are Patrick Grant, Erin Walker, Marlisa Kopenski, Wayne Lenius, Nicole Booher, Sunny McDaniel. Board members not present are Becca Schwei. There is a quorum. List of booster club members present was collected.

3. Treasurer's Report-Our two bank accounts moved to Summit credit Union, we have 20 checks and a debit card. There was a tax issue from previous board, we are in arrears, we will work out. For grants, we have \$50k to give out this year. We brought in revenue of \$14k last year from Party for Purgolders and concessions. New grant process, modeling after LaFollette on concessions, Coaches and club leaders can come to us for up to \$1k grant every month. We are finishing the application process, form is already online, approval first to President Patrick, then to Principal Patrice OR Athl Dir. TJ, then to the board. Then it goes on agenda. Board members only will vote on distribution. Monthly grant approval calendar is being worked on. We will have 3 quarters- Fall/Winter/Spring. This first quarter we are giving out \$12k of grants. 2/3 required for voting. If a coach or person requests grant funding, then they agree to be a booster member.

Question-can club or sport apply 3 times a year? Principal, AD and Board will have discretion to answer this. "Trust Forward Mentality"

4. President's Report- Patrick, We voted on grant approval process by Board, Patrick proposed, Marlisa seconded, Erin opposed that grant should be allowed to be voted on everyone not just by the board. Motion passed.

5. Concessions Report- Erin shared her previous challenges with putting forward personal credit card to buy concessions and judging quantities, mentioned Judith Parish Secretary at East. Patrick shared the breakdown of previous soccer and tennis fundraising from concessions. Tennis-made \$2.5k State, grossed \$6k, spent \$3.5k, made \$2,600, Soccer

\$800. Then we voted on how to distribute the proceeds, Sunny proposed Tennis \$1,600, Soccer \$800, \$200 East HS Booster, Patrick seconded, motion passed unanimously.

6. Various Concessions Discussion-

Member shared how Casino night at Middleton raises \$100k one night. LaFollette raised their previous year's amount of \$100k in concessions and 3 BDL events.

Patrick and Erin talked about how there is a dual source for concessions, the school store and the concessions at sporting events. We talked about trying to kick off volunteer set up in time for the mid-November. However there are Fall sports going on now we're trying to figure out helping with. The sports that could qualify for concessions are Boys and Girls volleyball, football home games at Lussier, Boys and Girls Basketball, one home Wrestling meet, Tennis and home Track & Field meets at Lussier. Boys and Girls soccer we need to ask Charlie and Maggie Strader, coaches. Erin pointed out that money from concessions is valuable to be developed and decided as to how it goes to benefit every single student, it should not just go to clubs and teams.

Patrick and Marlisa proposed a separate Concessions meeting to understand and possibly meet with LaFollette to see how they do it. Principal Patrice is working with us to get booster ID card(s) for building access which would free up MMSD staff from having to be a part of it. Nicole mentions that parents really want to volunteer shifts of working concessions.

7. Fundraising-Patrick and Trish described success of previous Party for Purgolders, and announce this year's party is set for venue Elks's Club and banc V05 for 4/25/26.

Sunny- Dining for Purgolders kicks off this month on 9/10 at Chipotle East Wash. Ave. location, fridge magnets were handed out and we will promote at Back to School night, and magnets went into staff lounge, the magnets were sponsored by Fortune Favors. It is on our FB page and we should share it.

8. Oct 6 next meeting date for Booster Club.

9. Fundraising -Tower TV and Newspaper, April VanBuren is heading up the Yearbook and Tower TV and Newspaper, she is interested in fundraising. She brought it back last year, Patrice gave it funding for the first semester, but more funding is needed for rest of the year, also she can help Booster Club create digital logos.

10. Corporate Fundraising-Kyle Sydow, offered to head up reaching out to local business leaders to invest in sponsorships. He explained the history of the sponsoring of logos on digital scoreboards. East is on their 2nd wave of digital score boards, all 4 high schools, 2 stadiums with 100% sponsorship, Summit, UW Health, Nitty Gritty and Zimbrick were the

main sponsors while the lower level logo slots are available for each school to insert their own sponsors. Memorial HS makes 15-\$20k per year and is currently the only school that does anything with it. Memorial sells it by \$500-\$600 by SPORT, every event “all-in” is \$1,500-\$1,600 for ALL Sports.

Kyle proposed to do exactly what Memorial does and asks the Board and members to send him any names, emails and phone numbers of local business leaders that may be interested so he can call them.

Sunny asks for us to think about additional ideas for fundraising.

11. Membership- Organizing to get more members-Nicole states yes she will help with this and get back next meeting on ideas for social events for current and new members.

12. John Curtain and Johnny Hunter discussed larger project for bringing a renovation and development of a track at Demetral park. Last year it was crazy having to get the Boys and Girls Track team over to LaFollette after school to practice, also the Cross-Country team and Football also needs this. It is possibly a \$1M, to \$4.8M project, scope being decided, could be capped on smaller side, practice track and re-do of the infield.

They’ve made good progress, met with principal at east, the district AD, East AD, Madison Parks and District Engineering, they are moving forward with project, stage now getting site plans drawn up, goal is re-do track and infield partnership between east, the district and the community, fundraising will be done by the public. Could fundraising be helped by US for this group? Or could we help “front” that money as one of their stages. They don’t have a 5013c. Emily gives her opinion of how we need to support this, how big it would be and important for Booster to collaborate with it. John mentions “Movin shoes” community group, 400 runners go to Verona, tonight they’re just sharing this information with us to make Booster club aware.

13. Back to School night 9/17, Patrick discusses what we need is signage and table, do we need posters, , can we sell swag? Need 430-7p volunteers HOWEVER many members have students and want to be able to walk around class to class with their student. Marlisa volunteers to help and follow up.

14. Erin proposal to vote on bylaw changes to purpose of Booster club to benefit all students, not just Clubs and Sports. Marlisa opposes due to it respectfully may expand our focus too much. Other member points out this isn’t a PTA, but East doesn’t have a PTA. Currently those school-based needs get asked to Patrice, could she decide to pass on to us? After much discussion,

Sunny makes a motion to table this for further discussion and talk to Patrice. Wayne seconds, motion passes.

15. Adjournment. Patrick motions to adjourn, Marlisa seconds. Meeting adjourned around 8:50p.