



Meeting Minutes: Madison East Booster Meeting Mon. Nov.3rd, 2025

Call to order at 7:02 p.m.

Roll call of members of the Board of Directors present. Board members present are Patrick Grant, Erin Walker, Becca Schwei, Wayne Lenius, Sunny McDaniel and Nicole Booher.

Went round table for meeting attendee introductions.

Approved October minutes – unanimously approved

Becca Schwei, Committee Leader Report

1. Parent Teacher conferences this Thursday and Friday, should we have a table Th night? We are looking for parents to volunteer for one hour shifts 4-5p, 5-6p, 6-7p to run the table handing out magnets and outreach for new members, answer questions.
2. Donations-we are almost ready to add section to the Booster website to accept donations. This way individuals such as alumni, parents or businesses can make a donation to our 501-3c booster club at any time. However, donors may want to “ear mark” call out specifically a team or club they want their donation to go to. A paper with 5 options was passed out copies to meeting attendees to discuss how people feel about the booster club saying yes to ear-marking, but with a percentage added to go to the general booster club fund. For example, no fee, 10% fee, 15% fee, 20% fee, or club takes no percentage but asks for a “tip”. 3% is already applied for PayPal transactions. Becca walks through 5 options, everyone discussed, 20% seemed too high, some liked 10% or taking no cut at all. We also discussed having a link that lets people see the list of clubs and teams at East. We also discussed that Team Snap takes 20% but it goes to their company whereas our percentage goes to clubs and teams because we are non-profit volunteer members. The messaging really matters about how it all goes to organizations and sports. We agreed to take this under consideration as a Board and review how to move forward.

Patrick Grant, President

3. Grants-Patrick walks us through 4 grants that were submitted for this month.
 - a. Football team-Requestion \$1,000. Andre Small, in his first year as Assistant Coach JV 2 and Varsity, joined us on phone to walk thru request and answer questions. He wants to reward the players who devoted themselves to East Football, build morale and exposure for the team. He hears a lot of complaints about how the team is not doing well, losing a lot of games. At a scrimmage, visiting other teams on their field, they would have food for their athletes, boxed lunches, we’d have granola

bars, water and Gatorade. Andre tried to help out with fundraising, they brought in Snap, approved through MMSD. Some students didn't want to use it because they were embarrassed to ask their friends and family for money. They raised \$2,500. When he saw the new booster club grant opportunity he saw it as a wonderful opportunity and requested. Swag to do some advertisement that East has a football team, be aware of the positives, show students there are resources that do exist. We went through their needs and asked questions. 60 players on the team, eleven graduating seniors. Andre explained the poor feeder program for East football vs. some other teams. After questions and discussion, Becca made a motion to use the \$1,000 granted to fund only the material items for the team, the hats, sweatpants, t-shirts, water bottles all "logo'd" for East Football. Sunny seconds, motion passed.

- b. Raza United- 15 students, \$495 for 15 student members fund their tickets to Schuster's Farm, a team-building outing already took place in October, so this is a reimbursement. Approved. Nicole made a motion to fund the \$495, Becca seconded.
- c. Black Student Union- looking for \$1,000 to fund a list of items for party materials for holidays, refreshments, various. The attendees asked questions about how many people are in the club, if they are doing any of their own fundraising, what is the scope of the request. Erin Walker explained the large size and activity level. Motion was approved to fund Black Student Union the \$1,000.
- d. Africa Club, asked for a grant of \$1,000, total budget for year is \$3,860. This has 60 members, requesting various items to be funded such as field trip transportation, field trip lunch, end of year banquet, etc. Becca made a motion and Sunny seconded, and we unanimously approved \$1,000 for Africa Club.
4. Grant process- as we were voting and approving these four grants, we talked about things we wanted added to the form, how many people are in the club, what are they doing for budgeting and fundraising, and that we will want a follow up paragraph and picture to recap after the event is over from the club or Sport.
5. East side track and field request from John Curtain, Patrick read thru request for us of all the ways it would support East teams, the general East HS school and the community. They are requesting \$1,200, seed money to get started. This \$1,200 will go to an organization that will create an architectural "plan/drawing" that is needed to spur the beginning of fundraising. This is not a grant request. Patrick reached out and heard back that our Principal supports this, Cross Country supports, Cody Spooner Track and Field coach, MMSD Athletic Director - motion passed for funding the \$1,200.
6. Patrick brought a motion to let us start funding Concessions- capital costs to go out and purchase the food and drinks. Nicole made a motion, Becca, and Wayne seconded, motion passed. (Sorry I don't have this amount?)
7. Annual meeting for Boosters will take place next month on Monday Dec. 8th at 7pm. We will be voting on the Board for Boosters so anyone who is interested should consider. There will be two open positions on the board, Wayne stepping down as Vice President and Nicole stepping down as Secretary. Our goal is to have

a strong board and committees, with teams of volunteers, and have people stay on the board for two years.

8. **Treasurer report**, apologies Marlisa our Treasurer could not attend tonight. Patrick walks us through the Treasurer spreadsheet. We have \$51,975 in savings, checks we sent last month. \$5k US Tennis Assoc grant \$5k, an example of how we can be of service, facilitating a donation that cannot go directly to team but can go thru our Booster club.
9. Erin chimed in for concessions and attendance, the first home game of winter season is Nov 20 for Girls Basketball.
10. Fundraising- Becca explained that Sunny is working on a Bake Off in early February, and Becca is working on a Game Night that East parent Dan Duffy has volunteered to run the event in March. Our biggest fundraiser is underway for April, Party for Purgolders. Last, a new idea of creating an East Calendar for 2026/2027 school year was discussed, that parents and community members could purchase. We could map out in the spring, get some dates mailed down, sell them at the beginning of the year, with pictures of Clubs and Teams.

Erin Walker, Concessions

11. Erin walked us thru some major sporting events for Winter coming up that will need a significant amount of volunteers, Boys Basketball Varsity and JV Purple, JV 2 on Dec. 12 against our rival LaFallotte, the East Big 8 Showcase will take place all MLK Weekend for Girls Basketball, and for East Cheer we will host on Jan 17th, Battle of the Castle Invitational.

Sunny McDaniel- Communications

12. Sunny discussed that she is gathering and then sending emails out to the Booster members to promote whatever comes her way that people send her, i.e. meat raffle, food drive, Dia de los Muertos, various events.
13. Sunny wants to work on how to boost membership, 288 currently on email list. Nicole brought up the idea Becca, Sunny and I talked about ordering baseball hats and ski hats with East logo to sell and when you buy you are becoming a member automatically.
14. Patrick mentions he will be meeting this week with the other area High School booster presidents to see how they do things. For example, he discovered that West HS raised \$16k for their football team with Team Snap.
15. Ben Anton, East HS parent mentioned he is working with Kyle for scoreboard sponsorship sales, and interested in discovering what are the assets we have to enhance, such as a sponsor could get two tickets to Party for Purgolders and an announcement of sponsorship at the event.
16. Question from parent Tracy Burrus how the grant money we give to clubs and teams is distributed to them. Patrick answers, explaining that our Treasurer writes and deposits the check in their East HS school account.

Meeting ends at 8:37pm

