



Rockville High School Booster Club Meeting
May 7, 2008



In attendance: Pam Angelis, Eileen Boyd, Jeff Carmines, Sheila Carmines, Ann English, Carol Kennedy, Mark Kitsoulis, Donna Nichols, Richard Nichols, Duke Owen, Phyllis Taylor, Stan Thomas, John Vlahakis, Susan Weinstein, Sherry Weiss, Sheila York

Minutes accepted as written.

CONCESSIONS – Lennie Melvin not in attendance

Susan Weinstein reported that outdoor snack bar is up and running well and getting ready for passing the baton for snack bar leadership from Lennie to Susan. Need to get Sam's Club card name switched.

SPIRIT WEAR – Susan Weinstein

- There are about 5 or 6 items to be ordered for Fall
- Looking at \$4-5000 to restock and have new stuff for fall, lower than previous end-of-year.
- Sales are a little lower than usual for spring but Susan has been spending more time in the snack bar.
- Don't yet know the final Spring orientation day at Wood Middle School
- Susan will put a notice on RamsNet for senior orders for any parents who want to purchase RamWear for their graduating seniors.

TREASURER – Duke Owen

- Financial reports are complete through April and show about \$38,000 in the bank.
- Have several big items in June - \$5,000 for Spirit Wear
- Lights from line 29 will be paid as an annual payment to MCPS.
- Snack bar income is estimated at \$2,000
- About \$500 estimated income for Spirit Wear at Wood orientation
- Line 48 allowing for \$3,000 for carryover
- Line 50 is \$37,000 for the end of the year
- \$1,000 has already gone to APP so if put back in pot, that's \$38,000 for end of year donations. Follows year trend of down about 10% this year from last.
- \$22,000 to athletics, \$5,000 to SBOs, \$2,000 to discretionary spending, rest to other line items.
- Bank account – have minor fees along the way if a check bounces. There is about \$5,000 still sitting in PayPal which will be freed up that is included in the \$37,000 on lines 53 and 11.
- A more detailed explanation of projected donations will be given to incoming President.
- Revenue by event:
 - Lacrosse events were almost doubled because of new boys and girls JV teams
 - Baseball - Snack bar didn't end up opening for any games.
 - Other events have done as anticipated, e.g., \$600 for powder puff, like last year
 - Middle school track meet was down a bit from 2007; remaining track events should bring in about \$2,000 so should be close to last year, and a little better than previously projected.

Report accepted.

PRINCIPAL'S REPORT – Dr. Munk not present

ATHLETIC DIRECTOR'S REPORT – Paul Fahrner

- Volleyball boys just won 1st game over Wootton 3 - 1; co-ed team is playing Sherwood tonight.
- Lax drew a good playoff so there will be 2 home games on May 8, with 2 different crowds

- Boys and girls softball both drew a bye – and both will be at Century at 4:30 on Monday
- Tennis: Chris Goodwin is advancing in county. Coach Frank Weaver found out the seeding will be good for RHS so he's almost guaranteed a county championship.
- Email has been sent out that boy's volleyball and boy's tennis both won divisional championships this year which brings RHS total to 3 this year with girl's soccer.
- Now the teams are gearing for playoffs and winding down the season.

Question was put to AD Fahrner is what do you see as athletic priorities for next year?

- Problems with field maintenance occur every year.
- Have yet to see what transportation costs will be for year with increase in fuel; if we had to base costs only on what the county gives we'd be hurting.
- Mr. Fahrner doesn't know how the economy will affect the overall program for next year.
- Bermuda grass for practice fields – need to do something with baseball and softball fields areas as they're torn up. Last minute suggestion – fields at Broome – haven't heard anything else and haven't pursued yet. Can BC do anything? BC can call Leggett's office about using Broome's fields as practice fields; may be controlled by City of Rockville. Phyllis has a contact at the COR recreation department and will ask about using fields.
- Item from April BC meeting - softball shorts payments for JV? The Coach said she wanted them to have shorts to play in so she asked them to purchase new shorts; she has been told to go through AD first next time. But since they paid for them already, the shorts belong to the girls.
- Track/Field – a BC member indicated that they heard that RHS track/field has 3 of “push bar” starting blocks, but at least 4 are needed for races. Question to Mr. Fahrner: How many are needed for a regular meet? Response: it depends. Mr. Fahrner doesn't know but will ask the coaches. He indicated that the coaches should come to AD and “line item” what they need to be comparable to other schools in county. Track coaches haven't told him they need more equipment.
- Coaches need to know that we – BC – want them to be comparable to everyone else. Paul says they should have come to him if they needed additional equipment. Do they need more hurdles? They asked for 12 and they were ordered. Mention was made that RHS may not be a “legal” track because it doesn't have 8 lanes – Paul will look into this.

Action Items

1. Paul will look into number of lanes on the track, what is needed for an average track meet, and see if coaches RHS coaches need anything.
2. Will investigate starting block issue; some teams bring own blocks with them (not RHS).
3. Send another email re June 2 banquet with form. Obviously didn't go so will send again. Cost will be \$25 per person again. Mr. Daddone will do sports slide show. Coaches know what to do for trophy/plaque for players.
4. Phyllis Taylor will contact City of Rockville contact re Broome fields

MODEL RAM – PARENT REPS – John Vlahakis

- Good for spring – have parent reps for every sport except boy's volleyball and JV lax.
- Model ram – must have nominations by next week's BC XC meeting May 14 at 7:00pm.
- Have received cheerleading and swimming nominations, but never got field hockey
- Still need tennis, coed and boy's volleyball, boys lax, track.
- Sent out an email on May 7th.with final reminder for nominations

PTSA REPORT – Stan Thomas

- Meeting was held April 15 meeting at which Dr. Munk discussed RHS dropping English 12 Honors; the discussion was summarized by Stan on RamsNet.
- PTSA is still looking for a few officers for next year's Board.

FORM – Carol Kennedy

- FORM has appreciated the positive relationship with BC this year and hopes to this will continue.
- Mulch sale was successful in getting all the bands out.
- Next meeting is Monday night and they will be electing officers for next year.
- At the last meeting there was a lot of discussion regarding reduction in music staff/programs at WOOD – currently 2 staff (1 full time, 1 part time) and believe those 2 positions are being consolidated into a 1; result will be 1 band, 1 chorus and orchestra. Wood has kids who've had private lessons, but many who are just starting out so it's very important to have 2 levels of instruction. This will directly impact RHS' music program since it's the only feeder school.
- Spring concert was very good.
- DC trip went well – RHS bands performed with groups from around the country and Canada.

MEMBERSHIP – Donna Nichols

- The April 16 “subcommittee” meeting was well attended. They discussed membership costs for next year – decided no change to any pricing.
- Membership drive will get very active in next month or so for new corporate members.
- At June meeting all will get forms to hand out to businesses we frequent to ask to be members.
- Renewals will go to current corporate members with a copy of the banquet booklet so they can see who, and how many, they're actually reaching with their membership and ad.
- May have some new prospects with new Rockville restaurants.
- Back-to-school night has to address all groups – Latino and NAACP – perhaps have a rep at the various meetings so all can understand what the Booster Club is/does.
- Messers. Daddone and Hibberd may help with banner layouts and BC corporate sponsors could also purchase ads in Rampage and get a discount.
- Suggestion was made that corporate ads in the Banquet Booklet would carry more “power” if the BC president or RHS principal (or AD) would mention the corporate sponsors at the banquet
- Suggestion for next year is to just do a sponsor page. Alternate suggestion was to have a larger, more prominent mention or sponsor page **in addition** to the ½ page ads. Cost of book is roughly \$1,000, If it is a minimal difference to add a sponsor page, would be worth doing.
- Sponsors who buy membership now want to have the banners up at the first football game.
- Suggestion for corporate sponsors: have an additional fee (\$50?) to be mentioned in the book.
- Corporate sponsor renewal letters should not specify ½ page ad but say instead that they will get an ad in the book, and let them know they can purchase a larger ad if they wish.
- BC officers should be prepared to pay dues at the June meeting since that's the official start of the new BC year and all officers must be members.

VOLUNTEERS – Pam Angelis was not present

MULCH SALE – Duke Owen

- Sales were down about 10% throughout the program – pre sale and on site
- Weather cooperated
- Pre-sale goal was to cut down on broken bags and records show that we sold 15 more bags than we bought so that's what Dick has to try to attain for next year.
- Brought in about \$40,000 between mulch and 350 LeafGro bags.
- Total income including stadium lights donations was \$45,000
- Kept expenses in check by ordering the right amount of shirts
- \$26,000 of expense, have about same profit margin as last year of \$19,600, and \$1,100 goes to lights. [ED: Actual profit realized was \$15,000 after mathematical error correction.]
- It may be that group that left as seniors (last year) were higher mulch purchasers, or there were more of them than the group that came in as freshman.

- PayPal – we did about \$6-7000 – about 20%. Collected about \$100 in fees and it cost us about \$200 so collecting the fees may be a wash for next year.
- We can make improvements to the system and whether or not it's worth charging the buyers the PayPal fee is a decision to be made next year. Overall, was glad we did it that way but there is room for improvement.
- A couple of people somehow used last years' form with lower prices so we had to honor that.
- Couple of items to work on for next year:
 - continuing to get things going first thing in the morning;
 - get more trucks for medium size orders
- We've been warned by Jimmy from Country Boy that mulch prices will be going up significantly in the coming year – partly due to gas, and to cycling economy.
- Post-sale meeting: Dick Nichols
 - Date for next year: March 28
 - It's a difficult date for 2009 due to spring break so sale will be last Saturday in March
 - Spring break is first full week in April – Easter is second Sunday in April (12th).
 - Spring break starts on Monday, April 6, in 2009 and we can't chance losing people the weekend just prior to break.
 - It does take 5-7 people working beginning in Sept. to pull it all together.

BANQUET BOOKLET – Sheila York (see comments re booklet under Membership)

- Mr. Daddone has said that the kids will put the booklet together.
- Dr. Munk has offered students SSL hours to put it together.
- Will probably have only 12-15 ads. There has not been a lot of activity to purchase ads.
- Parent reps should send emails to parents for them to purchase ads for their seniors.
- We had 16 parent ads last year. This year there aren't as many parents purchasing ads.
- Sheila asked if there were any BC member employers who would consider purchasing an ad.

HEALTH EVALUATIONS – Sheila York

- August 9th was discussed – but she can't be there.
- Week before that is football camp.
- August 16th is the start of tryouts/practice for fall sports.
- Jeff Carmines indicated that football's Coach Maradei would like 2 dates – one before school ends and then in August. That would solve some problems but don't know if we can get the docs and nurses on such short notices.
- Would FORM like to take over the health assessments? It is a money maker.
- Would have the most participation when held before football camp and with other schools.
- Jeff will work with Sheila York and Pam Angelis to pursue the dates of July 12 or August 9. If date is July 12 the mailing should go out in the next 2 weeks. Last PTSA mailing is done.
- Need hand-outs approved and then can give to Wood students.
- Football parent meeting is next week so will advertise then.
- Could be done in an afternoon instead of morning so swimming docs and nurses could be there.
- Phyllis Taylor will give date(s) to Bennie Green and Pat Gamage for school calendar.

OTHER:

Ann English forwarded information on a podcast as a revenue generating venue. Sheila Carmines is trying to set up a meeting with Howard regarding a football website. If they have a podcast, a group can put an ad at the beginning but they'd likely want to know how many hits. The ads in the podcasts would be paid for. Money may be based on how many hits the podcast receives – and if your IP address comes up certain ads come up, etc.

Sherry Weiss explained plans for the journalism academy's RHS festival. Rampage came in first in nation again; TV equipment costs going up. The "festival" is being billed as a community movie night.

- Would sell a "shout-out" on the 26' screen for parents or whoever (\$5 apiece)
- Urban BBQ has agreed to sell to RHS for a lesser price.
- Booster Club has agreed to open the snack bar to sell hotdogs or whatever for the movie.
- The message that came back following the Journalism student's initial request to BC was that journalism academy would get snack bar take. Susan has talked to Peter Daddone regarding this already – and this is not the case.
- Would be a good time to sell spirit wear.
- Looking for volunteers to help set up; several hundred kinds in the academy, SSL hours available.
- Morning news would be willing to make commercials for BC needs as a quid-pro-quo. Could advertise before mulch sale; spirit wear – etc., so ads could run during the year and ads loop throughout the school on school TVs.
- Would Mr. Daddone be willing to talk to BC about new ad methodology?
- Could do a podcast. Could do an ad for health assessments.
- Rampage site is cool, but visually noisy, but the kids love it.
- Please put the festival out on RamsNet over and over – date will be May 17, 6:30pm (volunteers would arrive at 5:30pm).
- Classic cars coming and would have an SGA games booth.
- Susan has had several conversations with Peter Daddone so Sherry is asked to put this discussion in an email so we all need to know what the arrangement is.
- Can't co-mingle money from different sources; Urban BBQ would be outside the snack bar.
- Susan will talk with Tim Hibberd re specific plans.
- Carol will ask FORM for volunteers.
- \$5.00 fee to get in.

[NOTE: Festival cancelled/postponed until fall due to uncertainty of weather]

June meeting – Motion to change June meeting to 6/11 due to graduation accepted.

Ann English will send a notice about pot luck about end of year party – looks like June 21 (Saturday).

ELECTIONS – No comments prior to election. Motion to accept slate made, seconded, and passed:

President – Jeff Carmines

Vice President – Mark Kitsoulis

Vice President – Susan Weinstein

Treasurer – Steve Kubasik

Secretary – Phyllis Taylor

Congratulations to elected officers.

No additional business. Meeting adjourned at 8:30pm

Next meeting June 11th.

Respectfully submitted,

Phyllis Taylor
Secretary