



WALTER JOHNSON BOOSTER CLUB

6400 Rock Spring Drive, Bethesda MD 20817

www.wjboosterclub.org

WJ All-School Booster Club Agenda

September 10, 2025, 7:00 PM

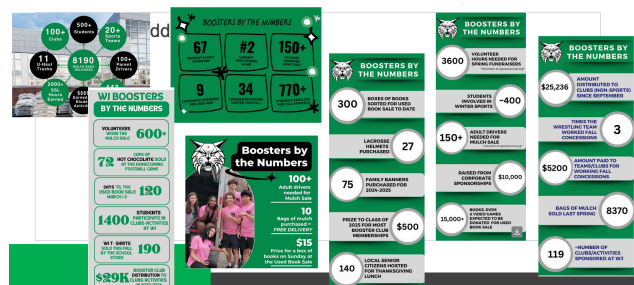
Media Center

WELCOME & YEAR-IN-REVIEW

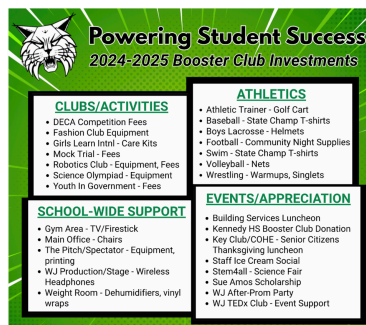
President, Mary Bittle Koenick

Year-in-Review -- See slides below

- Slide 3 -- Concessions
 - \$52,931.60 – highest grossing year ever
 - Paid \$11,750 to clubs & teams - MOST ever
 - 102 concession stand events
 - Rock Stars – Science Olympiad and Wrestling
 - Ran 4 concession stands!!
 - 5 of past 6 years for Science Olympiad
 - 2 of 3 past years for Wrestling
- Slide 4 – School Store
 - Sold \$28,000+ of Wildcat merch
 - Pop-up sales at games, parent meetings, BTSN, new student picnic and other school events, as well as during lunch 2xweek
 - 30+ parent volunteers helped with lunch sales and at events
 - 80+% of items continue to be sourced from local vendors
 - Provided support and resources on merchandise orders, logos and designs for teams, clubs and WJ departments
- Slide 5 – Newsletter & Boosters by the Numbers
 - Launched newsletter
 - Created Boosters-by-the-Numbers graphics



- Slide 6 – Sponsorship/Family Banners
 - 80 banners
 - 10 corporate sponsors - Grossed \$10K
 - 70 Wildcat family sponsors - Grossed \$17.5K for family sponsorships
 - Maintained “permanent” space for family banners on tennis court fence and established more permanent space for corporate banners in stadium
 - Switched to a new printer for printing cost savings
- Slide 7 – Used Book Sale
 - 100s of volunteers
 - Sorted 1000s of book donations
 - 4+ weekends
 - Restocked shirts, signs
 - Added reusable shopping bags
 - = LOTS OF BOOKS SOLD!!
 - NET REVENUE \$28,000
- Slide 8 -- Spring Mulch Sale
 - Delivered 8190 bags of mulch
 - 443 customers over two days
 - 11 UHaul trucks and lots of personal pickup trucks, SUVs, minivans and cars
 - 100+ parents
 - 500+ students
 - NET REVENUE \$40K
- Slide 9 -- Graduating Parents
 - Treasurer – Shannon Dietrich
 - Secretary – Janice Marks
 - Membership – Ciara Durkan
 - Mulch Sale
 - Food/pizza coordinator – Michele Stein
 - Bulk supplier coordinator – Andy Jernell
 - Student/parent volunteer coordinator – Erin Garcia
 - Newsletter – Sharon Ringley
- Slide 10 -- Funding Requests
 - 2024-2025
 - Clubs – \$29K
 - Teams – \$8.5K
 - Athletic Dept – \$18K
 - School Support – \$8.5



- Slide 11 -- Other Financial Highlights
 - Post Prom Party – \$2500
 - Dave Phelps Memorial Donation – \$3000
 - Kennedy High School
 - Sue Amos Scholarship – \$1000 to 2 students
 - Brady Chen
 - Maddox Zuniga
 - SAFE Principal's Discretionary Fund – \$500
- Slide 12 -- Financial Update
 - Dual signatures required for bank
 - Mary Bittle, Anna Park, Sarah Allison and Terry Heintze
 - Insurance Renewed
 - Balance as of July 1, 2025
 - Checking = \$129,600
 - Savings = \$23,995
- Slide 13 -- Other Updates
 - Membership was transitioned to “Demonstrated Support” and “Donations”
 - Started Monthly Newsletter & Boosters 101 flier
- Slide 14 -- Administrative Updates
 - Bylaws & Funding Guidelines
 - Both documents updated and approved in Sept 2024
 - Replaced reimbursement form with a google form online
 - Funding requests will be approved “up to” an amount; WJ Admin will invoice Boosters for the actual amount spent to ensure accurate accounting
 - Upcoming –
 - Document our processes
 - Create how-to docs
 - Consider seed funding for Woodward Boosters
- Slide 15 – Review of Current Funding Guidelines
 - Process
 - Meet with Athletic Director/Assistant Principal prior to submission
 - Submitted online one week before next Booster Club meeting
 - Student representatives must present the funding request at Booster Club meeting
 - Requests will be discussed and voted on following presentation
 - Notification will be sent the next day by Athletic Director/Assistant Principal
 - Expectations
 - Demonstrated support – fundraising, parent commissioners etc.
 - Students are expected to volunteer in Booster Club activities during the year.
 - Ineligible Requests
 - Personal items to be retained by students (except championship awards)
 - Travel & lodging costs
 - Coaches' Stipends and training
 - Trophies
- Slide 16 -- Open Positions
 - Immediate need
 - Social Media

- Newsletter
 - Officials & Coaches Appreciation Weeks Coordinator
 - Sports Commissioner
- Graduating in 2026 (i.e. plenty of time to train!)
 - President
 - Chairs of School Store, Concessions and Mulch Sale
- Slide 17 -- Upcoming Dates
 - Class Nights – 9/15 (9th/new student), 9/25 (11th), 9/29 (10th)
 - MCPS Booster Club Presidents’ Meeting – 9/29
 - New Staff luncheon – TBD
 - Monthly Meetings – 2nd Wednesday of every month
 - Oct 8, Nov 12, Dec 10, Jan 14, Feb 11, Mar 11, Apr 8, May 6
 - Used Book Sale – Feb 28-March 1, 2026
 - Mulch Sale – March 13-14, 2026

FUNDING REQUESTS

- Robotics: \$2,714 request
 - Presentation [here](#)
 - Questions:
 - What's the field?
 - Practice in the field. We can host the competitions if we have a field
 - Field has to be repurchased each year.
 - Voting:
 - Motion to increase Robotic funds to \$3000.
 - Motion to approve \$3,000 in funding for Robotic club by Lisa Whisenhunt.
 - Second by Saran Dioubate.
 - Count
 - 33 in favor
 - 0 against
- Mock Trial: \$550 request.
 - Presentation [here](#).
 - Presentation by Abi Samuel and Vjay Kannan.
 - Questions:
 - Are there any other costs?
 - Snack costs, t-shirts at the end of the year.
 - If Mock Trial wins states, boosters can buy t-shirts
 - Booster cannot pay for transportation. Clubs don’t get buses.
 - Voting:
 - Motion to approve \$550 in funding for Mock Trial by Becky Sher.
 - Second by Larry Hurd.
 - Count
 - 33 in favor
 - 0 against

- Spectator Magazine: \$5000 request.
 - Presentation [here](#).
 - Questions:
 - Laptops needed to run InDesign. Over time we can build the laptops. They share space with The Pitch, so need to be mobile to continue working.
 - Voting:
 - Motion to approve \$5,000 in funding for Spectator Magazine by Jennifer Dooren.
 - Second by Kara Kehoe.
 - Count:
 - 33 in favor
 - 0 against.

REPORTS

- Administration — Terry Heintze
 - The booster club contributes \$500 to the cookout
 - More parents and students than last year
 - Friday September 19 is the “drill” day to practice all types of drills
- Nicole Morgan
 - Recent issue with inappropriate behavior on zoom
 - There is a process for Hate/Bias behaviors
- Athletics Director — Larry Hurd
 - Fall kick off updates
 - Most students registered for tryouts ever in the County
- Committee Chairs
 - Concessions – Dawn Harris
 - 37 and only 6
 - Might need to buy a new grill
 - School Store – Becky Sher
 - New student picnic, BTSN and Staff breakfast were great events
 - Used Book Sale – Natalie Shelton (Feb 28-Mar 1, 2026)
 - Need to confirm donation weekends
 - Mulch Sale – Mary Bittle Koenick (Mar 13-14, 2025)
 - No updates
 - Howard Mann on IG for recruitment.
 - Sponsorships/Banners – Rachel Singer & Kara Kehoe
 - Evaluate scorer table board
 - Reach out to businesses to solicit support

Next Meeting – October 8, 2025, 7:00 PM

2025.09.10 Booster Club Sign-In Sheets

Sheet 1

Alberto Parodi	9th - Nicole	aeparodispera@gmail.com
Susana Alonso		susana.alonso.py@gmail.com
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Ryan Senegal	Elias (11)	rsen7777@gmail.com
Audrey Thevenon		ciboulette@gmail.com
Joe Robinson	Spencer (10), Hailey (10)	josephowlirobinson@gmail.co
Larry A. Hurd Jr	Athletic Director	
Deborah Berger	Shoshana (12)	tutorindeb@gmail.com
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Becky Sher	Lucy (12)	becky_sher@verizon.net
Sarah Allison	Avery (10), Marcus (10)	sarah.b.allison@gmail.com
Anna Park	Parker (12), Taylor (11), Mackensie (10)	annapark90@gmail.com