



MEETING MINUTES

Minutes of **December 8, 2025** NVHS Athletic Booster meeting in person at 6:00pm

OFFICERS:

President: Jen Tedrow

Vice President:

Treasurer: Elizabeth Sigal

Secretary: Jen Maita

Athletic Director: Branden Adkins

COMMITTEE CHAIR:

Concession Chair: Adrienne Toomey

Fundraising Co-chairs: Jen Lewand & Heather Stupay

Yard Signs: Kelly Moscickis

Membership: Becky Barkley

Website/Social Media: Dave Lewand

Wildcat Wear: Krista Leifheit & Colleen Garrison

Sponsorship: Heidi Hairston

Scholarship: Milena Stone

Agenda *(before we start each meeting we take verbal attendance, call the meeting to order with 2 motions and approve the minutes of the past meeting with two motions)*

The meeting was called to order at 6:01pm by Jen T. A motion was made by Adrienne to approve the minutes, and the motion was seconded by Jen. The motion carried.

Update from President (Jen Tedrow)

Scoreboard Advertising & Funding Update

- The biggest current need is securing advertisers for the indoor scoreboard.
- Advertising sales are separate from business donations; this effort focuses specifically on paid advertising placements.
- Additional advertising leads are needed, particularly those generated through booster members.
- There is a desire to increase community-wide awareness of the advertising opportunity.
 - Dr. Fuhrer will be asked to share information with the broader community.
- Promotion efforts include:
 - Word-of-mouth outreach
 - On-screen scoreboard advertising
 - A link shared for interested businesses to inquire about advertising opportunities
- A December email will be sent to booster members highlighting:
 - Membership information

- Booster wish lists
- Donations made
- Updates on the scoreboards
- *Wildcat Weekly* interviewed Jen Tedrow regarding the new indoor scoreboard.
- Progress on the outdoor scoreboard is moving slowly.
 - There is interest from a few corporate donors before the 12/31 deadline.
 - Advertising and donation links are expected to be live before the holidays.
 - Conversations are ongoing with the school district regarding potential funding support.
- The Scoreboard Media Group is managing all indoor scoreboard advertising content.
 - They have also offered assistance with the outdoor scoreboard and will provide ideas and recommendations.

Athletic Director (Branden Adkins)

- December is a lighter month for winter sport home games.
- The scoreboards were operational during the wrestling meet on Saturday and Sunday.
 - Advertisements were running.
 - The event schedule (bouts) was displayed.
 - Parents and students were able to follow along easily.
 - The girls' basketball game tomorrow night will utilize the scoreboard and shot clocks.

Sponsorship (Heidi Hairston)

- No update

Treasurer (Elizabeth Sigal)

- Revenue is down **\$19,000**, while net income is down **\$14,000**.
 - Revenue decreases are primarily due to:
 - **\$7,000** decline in booster memberships
 - **\$10,000** decline in *Wildcat Wear* sales; Wildcat Wear costs have increased, with pricing rising faster than current selling prices, creating challenges in maintaining margins.
 - The organization continues to maintain a healthy bank balance.

Membership (Becky Barkley)

- The winter sports season resulted in only **18 new memberships**.
- At this time last year, total membership was **248**.
- Current membership totals **181**:
 - **58** Gold
 - **21** Booster
 - **102** Wildcat
- A suggested strategy to increase membership is to promote and highlight student-athletes via social media as a way to encourage sign-ups.

- Consider reaching out to the cheer coach to learn what messaging or strategies have been effective in encouraging parent participation.

Scholarship (Milena Stone & Jess Gust)

- Meeting tonight and will open the link January 5.

Concessions (Adrianne)

- *Pack the Place* event:
 - No concessions will be open during this event
- The booster club is seeking a new popcorn vendor for both indoor and outdoor concessions:
 - Currently using Gordon Food Service.
 - Open to other vendor suggestions or recommendations.

Wildcat Wear (Krista Leifheit & Colleen Garrison)

- Wildcat Wear will be open for *Pack the Place* on Wednesday, 12/10.
- Friday, 12/12 will be the last Wildcat Wear sale of 2025, held on the main campus only.
- 8th Grade Orientation:
 - January 14, from 6:00–8:00 PM
 - Wildcat Wear merchandise will be available for purchase.
 - Incoming Freshman Class Shirts:
 - 100 shirts have been ordered.
 - Students may preorder or purchase shirts during the 8th Grade Orientation

Fundraising (Jen Lewand & Heather Stupay)

- 17 ornaments have been ordered, which is fewer than last year.
 - The ordering deadline will be extended.
- The booster club is exploring dates for a Trivia Night fundraiser in February.
 - More information will be shared as details are finalized.

Yard Signs (Adrianne Toomey)

- Kelly Moscickis will replace Adrianne as the Yard Sign Chair.
40 yard signs were purchased for the winter season, which is comparable to last year's total.

Social Media (Dave)

- No update

Volunteers

- No update

The meeting was adjourned at 7:36pm by Becky. Adrienne seconded the motion.

Next MEETING: January 13, 2026 at 6:00pm in the NVHS faculty lounge.