

BSSD Music Boosters – General Membership Meeting

November 9, 2015: 6:30 – 7:30 p.m.

Lucy Franklin Elementary

Attendees:

Ronnee Schweizer	President
Rebecca David	Secretary
Tamara Cole	Treasurer (Acting)
Mike Marcela	Fundraising
Michelle Cunningham	Web Master
Casey VanBiber	DWMS / Teacher Liaison
Karen Eagle	LFE / Teacher Liaison
Tracy Caton	DYE
Jasmine Martin	JLE
Sarah Manning	TUE
Amber Mainard	SPE
Crystal Roberson	VSE
Denise Murphy	CME/MRMS
Laine Riley	JNE
Robin Stockdell	CME
Heidi Smith	Parent

Minutes:

The meeting was called to order at 6:30 p.m. by Ronnee Schweizer. Ronnee welcomed attendees and thanked our host, Karen Eagle.

PRESIDENT’S REPORT: Ronnee Schweizer

- **Keyboard for Daniel Young Elementary:** Ronnee reported that DYE received the keyboard that had been funded. Tracy Caton thanked the Board and membership.
- **Risers for John Nowlin Elementary:** Laine Riley has placed the order for the new risers that were partially funded through the Boosters. The previous risers had been damaged from dragging them across the parking lot. The risers should be in within two weeks. Laine thanked the Board and membership for supporting the purchase of the risers, which were a needed upgrade.
- **Upcoming concert dates:** The members discussed getting a calendar of all district concerts so that volunteers could potentially speak to put in a plug for memberships before the concert or between ensemble performances. Teachers discussed their interest in knowing how many new members joined after being given the forms. This is difficult to know but over time we should be able to estimate supplemental memberships.
- **Board Positions / Recruitment:** Ronnee reported that Tammy does not wish to continue in the position as Membership coordinator next year. Additionally, as we have previously discussed, the positions that will be vacant for next year include President, Scholarship, Web Master, and Treasurer (currently open but being performed by acting Treasurer Tamara Cole). Ronnee emphasized that we need to identify potential volunteers to fill the vacated Board positions by March, 2016, so they can be voted into office by April. It is critical to the sustainability of the

organization to identify Board members willing to serve. Ronnee requested that all members think about parents who potentially would be willing to serve. Denise offered to connect the Board with certain parents that she knows. We also discussed announcing board member positions at concerts, and discussed talking points for that. Rebecca planned to attend the next PKMS band concert and agreed to make announcements. We also decided to ensure that the parents learn about how the organization benefits the quality of music programs for students (sound shells, instruments, etc.).

- Fundraising: Ronnee and the members thanked Mike for his hard work on the candy sales.

APPROVAL OF MEETING MINUTES:

- Meeting Minutes from September 14, 2015: Ronnee asked the members to review the minutes from the September 14, 2015 meeting. Michelle moved to approve the minutes. Tamara seconded. Minutes approved.

FUNDRAISING REPORT: Mike Marcella

- Mike thanked the teachers for their work on the candy fundraiser. He reported that close to 60,000 bars were sold. We had some issues with candy shipment, and some of the bars were damaged. Mike said he will talk to the vendors about this to ensure that next year the shipment conditions are improved. Mike was able to salvage and repack some bars into new boxes. He also discussed the communication with teachers throughout the sale, and some issues with understanding / confirmation of orders. Mike asked the teachers if there was a better way to communicate. We discussed needing a common language of boxes vs. cases. Karen also mentioned that one of the deadline days for reorders was the day after a professional day. We agreed that, in the future, we should try to avoid that, or extend it a few days after a professional day. 12 days is a quick turn-around time. We also agreed that ending on "Special Person's Day" is a good idea. We discussed the possibility of starting earlier. Tamara mentioned that, from a financial perspective, it may not be necessary or ideal to have a reorder date (see Treasurer's Report below). Mike also discussed candy transfers, and asked the teachers to allow him to leave candy at the office rather than wait outside the classrooms. The teachers agreed and said there is generally someone in the office to assist. Lastly, Mike requested that teachers inspect their product immediately when it is received, as it is more difficult to deal with the vendor later if the inspection was delayed. Overall, we were satisfied with the vendor from Great American. The Boosters receive 50% of the revenue. Michelle mentioned that there are other healthier options for \$1 from the same vendor, if the members would like to consider that in the future. Karen reported that her principal clarified that the candy can't be sold in the cafeteria, but could be sold in the building, and Mike agreed that, based on additional information he received, the district candy rules are up to interpretation. The teachers feel that candy is what will continue to sell.

MEMBERSHIP REPORT: Ronnee – (Tammy Regier absent)

- Current Membership: Ronnee reported that the current membership is approximately 182, after the latest round of forms that the teachers had received. Around 12 members used PayPal to join. We've received an additional \$607 in donations thus far.

WEBMASTER REPORT: Michelle Cunningham

- Michelle encouraged everyone to look at the website and provide feedback. Members mentioned that they like the concert videos and photos, and Michelle requested that any members who take video/photos forward to her for the site. Currently the site includes more content from the South schools. The FaceBook link has been effective to increase social media

presence. Since we've had a website in 2012 we have gone from 370 views up to 2000 views. People are looking, so that is a positive trend. FaceBook posts reached 368 views in the past week.

- Again, we discussed getting a general Music Boosters promotional video to play before district concerts so parents can see what the Boosters organization is all about. Michelle and Ronnee agreed to meet to discuss a promotional video and how to get that project rolling.
- Ronnee reminded all members that we need to get more parent involvement; members were encouraged to take the next step and call parents to request their participation.

TREASURER REPORT: Tamara Cole

- Tamara reported that the candy sale was very successful. \$58,944 sold. Deposits were made at the end of October. Tamara reported a concern related to the collection of all of the candy monies. Currently there is \$4,000 outstanding in candy sales/money, which is too high. It is difficult to know if the money was turned into the school, spent on classroom supplies, etc. Last year about \$1,700 was unaccounted for as of December 31, 2014. Her suggestion is to consider not re-ordering to avoid outstanding bars; instead, order what you know can be sold. Tamara is not comfortable when there is a significant dollar amount unaccounted for.
- We've received \$607 this year in donations, thus far
- Total net income (candy and memberships) is \$11,007 and includes the profit contribution to the schools of \$20,630, for a total of \$31,638.
- Our expenses are on budget. We still need to write a check for the risers and many of the other budgeted expenses occur later in the year.
- Robin Stockdell requested a Singfest budget increase of \$215, due to the expense of music for all 13 elementary schools. There is a need to have 20 copies rather than 15 copies for each selection, and this still requires students to share. Plus, there is a need for new repertoire. Tamara moved to increase the budget for the Singfest music to \$1,800. Mike seconded. Motion approved.
- Tamara reported that she transferred the school's candy sale profit to their accounts and will email the fund amounts to the teachers. As discussed, some teachers have outstanding candy money (money not turned in), most between \$200 and \$400, but it all adds up to almost \$4,000.

SCHOLARSHIP REPORT: Ronnee (Carla absent)

- Ronnee reported that the scholarship information will be going out to school counselors soon. The deadline for application is February 28th. Members are encouraged to spread the word to eligible students and their parents.

TEACHER LIAISON REPORT: Karen Eagle and Casey VanBiber

- Karen reported that she needs the link on her school page for the Boosters site. Zach agreed to help her. Casey said a good way to motivate parents to be active is to discuss the importance of membership and how it supports their child's programs. Additionally, it is helpful to remind parents that they can be as involved as they would like to be – they can contribute financially, attend meetings, volunteer for special events, or become a Board member. Teachers can play a big role in the support of the organization.

ADJOURNMENT:

- Ronnee concluded the meeting by reminding the members about open Board positions for 2016, and the meeting was adjourned at 7:32.