

Boosters Board Meeting

Wednesday August 19, 2020

Called to order on Zoom at 6:02pm

Attended by Daniela, Jaima, Hilary, Kandice, Arianna, Marisela, Cindy, Samantha, Amy M, Lynnette (and several unnamed attendees who joined by phone)

Schedule Fundraisers for the Year

- Read-A-Thon
 - Need to look into how it will change to being fully virtual
 - Tentative dates September 15th to 29th
 - Alison and Daniela to look into what needs to be done
- Card Sales
 - Tentative dates October 19th to October 30th
 - Want to deliver cards before Christmas, turnaround time is about two weeks
 - Distribute at materials exchange on Friday
- See's Candy
 - Have changed to fulfillment method where they ship directly to customers
 - Need to find out how we push out to families, individual flyers or something else
 - Tentative start date November 16th, run through Thanksgiving break, close out December 1
 - Daniela to talk to See's rep
- Dine and Donate
 - For places that can do takeout, we don't want to encourage people to gather so advertise as takeout even if they have outdoor seated options
 - Possibilities include Ricky's Eastbound, Ozzie's, McDonalds, Mary's
 - Cindy emailed a list to Daniela last year of options
 - Jaima and Arianna to work together to organize
- Sports Basement
 - Jaima set up "Binkley PTO" as a charity that can receive a % of sales and rentals there
 - Let parents know, if they're buying or renting stuff there for camping etc. that we can receive a % if they mention it
 - They also have an event space that we may want to use when we can have events again

Add Ambassador Position to Boosters Board

- We need to write description, duties, vote to add to bylaws
- Publish in newsletter to get candidates
- Vote in new members at next general meeting

- Position could have multiple members like Events and Hospitality
- Would be in charge of getting the word out, letting other people know about Boosters, maybe could specialize in Fundraising or Social Media, etc.

Website Updates

- Kandice to write FAQ to add to website about who we are, what we do, what we use funds for
- Will pass around in Slack for feedback
- Can help get people involved because they'll know what we do
- Can help with fundraising too because people want to know where the money goes

Survey Results

- Want to leave the survey up, get more feedback
- Got 9 responses so far
- Ideas for community events:
 - Community bike club
 - Student pen pals (maybe even within the school since they're not seeing each other)
 - Spirit days
 - Virtual game night
 - Online trivia events
- People want a virtual attendance option even after in person events come back
 - We'll keep Zoom even when we have in person meetings
 - Will pay for lowest level Zoom account, \$15 per month, works for up to 100 people
 - If we need more people can use a teacher account
- Fundraising ideas:
 - Binkley masks
 - Drive in movie maybe
 - Incentives for fundraising
 - Put students who can show that they helped with passive fundraising (screenshot from Amazon Smile etc) into a drawing, give away vintage spirit wear gear
 - If we raise enough money Mrs. Kjaer has to wear a funny costume at materials exchange
 - Online auction

Laminator

- Someone (?) is going to order the new laminator Boosters are buying for the staff and teachers
 - Cost is \$2,299.99
- Make sure they use Amazon Smile

- What other Binkley associated groups should be using it to order supplies? RVEF?

Spirit Wear

- New design since it hadn't been updated in several years
- Same company that did the kids' first day bags
- Doesn't require a minimum of any one item, minimum of 72 items per order
 - Make more money if we buy 144 or 288
 - Means we don't have to carry any/much inventory
- Run a pre-sale with deadline around September 9th
 - Parents can order through website
 - Items distributed at next materials exchange
 - Turnaround time is 2 weeks or less
- Would like to make kids shirts cheaper, around \$12, make our money on other items
- Can print other things as one-offs, make less money but it's managed for us
- Possibly use "vintage" spirit wear as prizes for kids
 - Student of the month
 - Drawing of students who helped with passive fundraising

Brainstorm Ideas for Community Events

- Spirit Weeks
 - Usually run by student council, teachers aren't quite there yet this year
 - Maybe have spirit days scheduled with Friday materials exchanges so kids at least see each other and teachers
 - Start with teacher participation
 - Can also do online, best is if parents post photos, that way there's no social media waiver issues
- Drive-in Movie
 - We already couldn't show movies outside anymore (too expensive)
 - Maybe some way to stream online together? Could be legal issues with streaming/screen sharing
 - Kids could pick up goodie bags ahead of time
- Binkley Minecraft group?
- Virtual talent show?
- Zoom play dates
 - Some arranged by teachers maybe
 - Kids could fill out a form for their interests, be sorted into rooms based on similar interests to do an activity together (e.g. STEM interest could be build something from recycled materials)
- Think/research community events before next meeting

Newsletter Plan

- Kandice to send out newsletter next week ahead of Back to School night

- Hilary will be doing a Back to School night video too, including RVEF and Boosters info
- Get info from Daniela on Mailchimp, template, etc.
- Include:
 - 3 upcoming fundraisers (Read-A-Thon, cards, See's, mention Dine and Donate?)
 - Spirit wear sales
 - Passive fundraisers (Amazon Smile, eScrip, Boxtops, etc.)
 - New ambassador position

Open Forum

- Next Meeting will be September 2, 6pm, Zoom
 - Plan Read-A-Thon launch
 - Discuss/plan community events
 - General meeting
 - Vote in new ambassadors
- What else can we do to support teachers?
 - Friday distribution days are hard
 - Can provide snacks for teachers to grab and go
 - Can be homemade, as long as labeled and individually packaged
 - Generally about 30 people on campus at a time right now
 - Let people sign up to make/bring something for teachers on those days once we know when they are

Jaima moved to adjourn, Daniela seconded, meeting adjourned at 6:56pm