

Binkley Boosters Meeting August 6. 2019 Board Meeting Notes

Jaima

Alison

Hilary

Daniela

Call to order 6:11pm

-Financial Report from Alison

- We will need to generate a budget to be approved at the first town hall meeting of the year
- Alison and Daniela will be refining how QB is laid out to make it easier to read financial reports going forward
- Looking at last years budget our projected income was \$58000 but we did not meet that goal. We had set our goal for 2018-2019 quite ambitiously and while we did well, we did not meet the set goal.
- The See's candy event did not do as well as we had projected as well as the final fundraiser of the year.
- Daniela suggested we not partner a fundraiser with a Color Run without more clarity in future due to confusion with bookkeeping and from parent feedback.
- And for future fundraising we do find that the packets that we sent home with the first Color Run, through the Get Movin Crew, had a better outcome and it would seem that it is in part due to having a packet.
- The Read A Thon is the biggest fundraiser of the year. It is easy to use, is the beginning of the year and parents like it.
- Based on parental requests Daniela asked if we can get the piano tuned. Hilary has a connection and she will get some pricing. Alison, Jaima and Daniela voted to add this item to the budget.
- Joe has also requested if we can add back the teacher appreciation BBQ to this year. Can he be added to the budget. He loves doing this! We have voted this into the budget for the 2019-2020 year. \$400 budget for Joe.
- Hilary requested the teacher stipend checks as early as possible in the year. We will issue the stipend checks now and a check for \$5500 to Binkley for the 2018-2019 payout and a supplement, final check after the RAT for an additional \$3000.

-Read A Thon:

- Sept 13th – 27th is the RAT kicking off at the Welcome Back Party
- In the past we have done the Rewards Store as rewards and we get 75% of what we earn through that tier. The Instant Rewards tier gives us 80% and the difference is that the kids earn coupons for instant rewards. We select the goals to earn the coupons and the coupons are for extra recesses, pajama days, etc. There is no store with this tier. The Instant Rewards tier saves us 5% but it is more work. We incorporated extra rewards for the top readers. Alison will be

out of town for the final week of the RAT so we will need to dive in and help with social media and hyping the RAT. We have decided to go forward with the Rewards Store Tier.

- There is a new reward for parents that share their child's RAT profile with five people online; the RAT will send them a printed photo of their child reading. We would need to make sure that the child's parent has signed a release to use their image. Can Amy do this in the library? She could drop them into the yearbook folder for easy accessibility for the teachers to then upload. If we can turn off this feature we will!
- We should schedule another meeting where the entire board can be present, or as many as possible and one of the items we need to talk about is getting prizes, including for the RAT. Can we send out a solicitation to all the parents for prizes for the upcoming events. Or can we ask for a few parents to call other parents for donations. They do not need to be a part of the Boosters, we can provide a script and they can do it any time.
- We are putting out a special flyer that targets the volunteers we need for the first big events; Jaima will make this. RAT, Welcome Back, Donations, and the Halloween Party

- TK Play Date and Kinder Orientation

- 13th is the Kinder Orientation 11-12:30
- 10th is the Kinder Playdate lets provide crackers and juice packets 10am

-Teacher Welcome Lunch;

- Gigi will be bbqing and Alison will check in to see how she can help

-Jaima would like to go through Google Docs to clean it up and categorize everything

-Yearbook update. Last year the yearbook did very well financially, the school raised \$1000! Jaima would like to suggest that the school consider committing to buy every child a year book. She can put together a quote for this. She estimates that nearly half the school may be missing out on getting a yearbook. We could give them all a soft cover for free and then parents could upgrade to a hard cover or personalize it and that would help with cost. We can offer fundraising to local businesses in the yearbook or celebrate top fundraisers for the school. Would the Boosters be willing to commit to covering any costs associated with this? Jaima is fairly confident that we can find ways to make the yearbook pay for itself. Maybe there can be an option at checkout to sponsor another child.

-Spirit Wear; Multiple parents have asked us to not make any changes to the design. Rather than edit the current design, let's add something new instead. New ideas; beanie, adult hats, sunglasses, socks.

- We would like to eliminate the pre-orders as we have a lot of negative feedback from parents about the waiting. Instead we can make dedicated Spiritwear weeks or days and let parents know about those.

-Next Meeting – on Slack we will be asking if we can meet again on the 20th

-We should talk to Cindy about Dine and Donates and getting contacts for scheduling these if she is not able to continue this. Daniela will reach out to Cindy.

-Principals Report

- There will be a big change going forward in the district because of a Wellness initiative. This will impact the Boosters because we will no longer be able to use See's candy to fundraise and cannot sell candy during school hours. Daniela will look around to find a replacement fundraiser, Hilary recommends Mixed Bags. We need to think about something that is accessible to as many people as possible. We may need to replace the Spring fundraiser with an event instead of an item sale as it would make more sense. We could do an egg hunt or an egg drop.
- Color Run Feedback from parents; many parents would prefer that the Color Run was during the school or was not so expensive. We discussed changing the structure of the Color Run to a free community event where parents could buy a t-shirt when they arrive and we have items for sale like the Welcome Back Party and have a donation jar.
- Hilary requested \$100 in small denomination gift cards for teachers from local businesses instead of some of the money in the check we provide.
- We have a new app and a new website that will be rolling out shortly and is district wide. The website includes news and a live feed. This website is rolling out in English and Spanish.

-Meeting adjourned at 8:28pm