

Cleveland High School  
FOCB Officers Meeting  
Minutes

September 17, 2018, 6:30 p.m.

In attendance: Gary Riler, Jen Means, Eric Hill, Maria Green, Chris Erickson, Stacey Lovett, Dave Yetter, Sheila

**1. Director's update (Gary)**

- Disney 2020 – more information at next meeting, but Gary is starting to plan.
- Gary met with Alumni and gave them a gift and a thank you, and then made a pitch for donations to the drumline equipment. Gary thinks he'll get at least 5k from Alumni.
- Gary is pushing for kids to consider auditioning for WIPC and/or All-NW/State competitions
- Middle school kids will participate with pep band at 9/28 game vs. Benson – 8<sup>th</sup> grade kids from SMS and HMS.
- Gary notes that he wants to see better retention from 8<sup>th</sup> grade band into Freshman band. This year, Sellwood retention was only 50%, and Hosford retention was only 70%. Gary's goal is 85% retention rate. He will meet with the middle school programs to discuss.
- Clinician issue – PPS requires all funds for coaches to be in a grant account (district account) before PPS will approve any of them. see funding email from Gary for more details. Gary thinks he will have enough funding for this year, and will try to fund the clinicians in advance next year to avoid this issue.

**2. Treasurer's update (Stacey)**

- Stacey distributed, and the Board reviewed, the "Budget vs. Actual" report so far this year. Not a lot of activity yet on income or expenses, as it is still early in the year.

**3. Fundraising update (Dave/Jen)**

- Sponsors
  - Dave announced that he has received some sponsorship commitments already, including from ACE Hardware (\$500)
  - Dave distributed talking points to the Board for use in talking to and communicating with businesses about sponsorships. It might be easier to just send an email sometimes – use Dave's language if need be
  - Blue Kangaroo event not going to happen

- Dave and Rachael G. are going to pitch sponsorships through the Sellwood business alliance. Dave to report back on this project.
  - Dave announced that the Sellwood Bee will publish a blurb about CHS Band sponsorships prior to the Play-a-thon. Also, a reporter from the Sellwood Bee plans to attend the Play-a-thon and write a story that will run after the Play-a-thon
  - Jen will reach out to local news stations to request coverage of the Play-a-thon.
  - Dave will work on revising language on Play-a-thon website so it is clear what each level of donation will buy – i.e., tie specific donations to material purchases.
  - Jen will find a volunteer to act as the middle school liason, who will convey band event announcements for publication in middle school newsletters.
- Sponsorship letters / spreadsheet
    - Dave and Jen to create a spreadsheet in Google Drive so that the Board members can coordinate sponsorship and fundraising solicitation efforts - i.e., to keep track of who is contacting what businesses, to avoid overlap.
    - Jen to follow up with last year's sponsors
- Website Donate link
    - Website donation links have already been published on the CHS Band website – see links on CHS Band website. Three different options: (i) Play-a-thon, (ii) Become a sponsor, and (iii) Make a donation.
- Logo review/merch
    - Jen showed the Board 4 different logo options – to be voted on by students to gauge interest
    - Gary talked about feedback that he has received so far from kids in different bands
    - Options 1 and 3 were preferred
- Promotional video follow-up
    - Jen reported on the popularity of the video, which has at least 6,100 views
    - Funnelbox will “freshen” the video for next summer

#### **4. Bylaws, PTA agreement, Mission Statement (Cindi)**

- To be discussed with Leigh Gill in October Meeting - Cindi was not in attendance

## 5. Newsletter (Jen)

- Jen requested feedback from Board on newsletter
- Because the newsletter requires that parents “opt in”, we may need to send out another email blast so that people can be reminded to opt in to receiving the newsletter – Gary to send reminder.

## 6. Upcoming Events (All)

- Play-a-thon Kickoff 9/19
  - Play-a-thon kicked off early. Link to website is live and active, with over \$2k in donations already.
- Play-a-thon 10/5
  - Play-a-thon will take place in the Auditorium this year, with the band room to be used for eating and down time
  - Gary has created a tentative schedule for the Play-a-thon
  - Live stream will start in early or mid-afternoon
  - Volunteers can sign up via SignUpGenius.

## 7. Volunteer Needs (Jen)

- Volunteer needs are mostly filled
- Gary requested that pep band snack inventory be refreshed. Jen to refresh prior to next home game

## 8. Action Items

- Play-a-thon!
- Eric to update Maria’s email address on Google Drive roster
- Sheila to continue to try and sell the old band uniforms
- Gary to meet with the middle school programs to discuss retention
- Dave to report back on Sellwood business alliance sponsorship and fundraising project
- Jen will reach out to local news stations to request coverage of the Play-a-thon.
- Dave will work on revising language on Play-a-thon website so it is clear what each level of donation will buy
- Dave and Jen to create a spreadsheet in Google Drive so that the Board members can coordinate sponsorship and fundraising solicitation efforts
- Jen to follow up with last year’s sponsors
- Gary to send reminder to parents to “opt in” to newsletter

## **9. Upcoming Meetings**

- October 15<sup>th</sup> at 630pm in Band room
- December 3<sup>rd</sup> at 630 in Band room (combined Nov/Dec meetings)