

Cleveland High School
FOCB Officers Meeting
Minutes
October 15, 2018, 6:30 p.m.

In attendance: (Board Members): Dave Yetter, Jen Means, Staci Lovett, Cindi Carrell, Gary Riler, Eric Hill, Chris Erickson, Maria Green. (Guests): Tammy Lewis, Craig Lewis, Leigh Gill, Susan Lattimore, Sheila

1. Directors update (Gary)

- Gary plans to purchase some music for the Wind Symphony, and requests reimbursement of \$315 cost. Approved by board.
- Gary discussed planning for 2020 Disneyland trip. He has contacted a company to potentially help plan and organize the trip. Current cost estimate is \$1,400 per kid for the trip.
- Alumni have agreed to donate \$5,000 for the drumline equipment purchase. The PTA is hopeful that they will also be able to donate towards this purchase, but they need to confirm fundraising.
- WIBC – 8 students were accepted to WIBC. Discussion of whether FOBC should pay for the students' lodging (approximately \$700 per student). The Board agreed that students should pay their own lodging, but that we will offer assistance if financial assistance is needed.
- Gary will meet with middle school band directors to discuss recruitment and other issues
- Gary discussed possible options for splitting up band concerts into smaller events, to cut down on time.

2. Treasurers update (Stacey)

- Staci read an note from a student's aunt, who sent a note with her donation
- Staci presented the financial information including the budget.
- Approval of \$500 for shelving units for band closet.

3. Play-a-thon Review & Debrief

- The Play-a-thon raised \$28,460 through the GoFundMe page, as of date of meeting.
- We also received additional checks for about \$2,600, and we are expecting another \$1,100 from company matches and other donations

- Eric has a spreadsheet of donor names, with some ties to kid's names. Gary will award prizes based on number of donations and amount of donations per kid.
- Gary thought the night of the Play-a-thon went very well, with the auditorium being a great venue
- Takeaways
 - Water delivery was a problem, need to find a solution. Suggestion to use PTA water coolers.
 - Kids enjoyed the food, but perhaps a bit complicated structure. Perhaps simplify offering.
 - Good amount of chaperones
 - On average, about 50 consecutive views on YouTube stream at a time.
 - Add archived video to Band's YouTube video channel
 - Holding the Play-a-thon in October worked well – better than earlier/September
 - We opened the donations earlier than usual this year because of the video availability; probably go back to previous timing next year – less lead time on donations
 - KGW and Sellwood Bee covered the event well
 - Next year – add merchandise, bake sale, etc. for those people that come to the auditorium and watch in person.

4. Fundraising update (Dave/Jen)

- Isaac Szymanczyk discussed the reformatting of concert programs
 - Isaac proposed increasing the space allocated for sponsor recognition – already sold several ad blocks, and would like to move from 4 to 8 pages.
 - Board likes idea of increasing size of program, and giving more space for sponsors, recognitions, etc.
- Per Dave, sponsorships are still rolling in. Dave will be meeting with Sellwood Moreland business alliance on Wednesday morning to pitch sponsorships. So far, almost \$5,000 in sponsorship dollars for this year, against the budgeted amount of \$2,000.
- Email sponsorship requests are probably most effective
- No update on Logo or merchandise. Jen to update via email. Once the selections are narrowed down, Gary will have the kids vote.
- Dave has posted a spreadsheet of sponsorship “asks” on the Google drive, for organizational purposes
- Window clings are done and ordered

5. Bylaws, PTA agreement, Mission Statement (Cindi)

- Goal is to create bylaws for Friends of Cleveland Band. Leigh Gill has volunteered to help create bylaws for the board, and spoke about the issues and options facing FOCB.
- Original thought was to create own 501c3 entity for the board foundation. Current plan is to remain under the PTA structure, and have a “letter of agreement” between FOCB and PTA. But, we will keep the separate structure as a possible option for the future.
- Discussion of options for FOBC entity structure.
- Cindi presented the final Mission Statement, and the Board voted to approve the Mission Statement as revised.

6. Upcoming events – NONE

7. Volunteer needs – NONE

8. Action item review

- Gary will meet with middle school band directors to discuss recruitment and other issues
- Gary to consider options for splitting up band concerts into smaller events, to cut down on time
- Gary will award prizes based on number of donations and amount of donations per kid.
- Dave will be meeting with Sellwood Moreland business alliance on Wednesday morning to pitch sponsorships
- Jen to update Board via email regarding Logo and merchandise

9. Upcoming meetings

- December 3rd board meeting
- Need to schedule all parent meeting. Perhaps before the December 11th concert in the auditorium.