

Louise Van Meter
HSC Executive Board Meeting
Tuesday, February 13, 2024 8:30am
LVM Innovation Lab

Attendance: Eleanor, Jamie, Emily, Kristin, Sarah, Holly, Hillari, Lauren, Felix

Agenda:

I. Call to order @ 8:29am

II. Motion to Approve

1. Previous H&SC Executive Meeting Minutes

III. Principal Report

1. Campus/Facilities update
2. Project Cornerstone for Parents?
3. BMX Assembly
4. Other

IV. President Report

1. Sweetheart Dance Recap (Lauren)

- a. *Learned a lot. Mostly successful event, great community event (more inclusive than Daddy/Daughter).*
- b. *Need to change how we market it - specifically for LVM students. Next year, button it up more. Figure out who our target audience is.*
- c. *Potentially bigger space to ensure everyone who wants to be included can be, however it was nice to have it at school.*
- d. *Would love to get a more fun photo booth. Would put the candy bar out later into the evening, not at the beginning. Clean up was super easy!*
- e. *Some new volunteers for this event which was great!*
- f. *Maybe incorporate a "big buddy" dance to help bring younger and older kids together. Maybe stagger the times next year too - younger kids come early, overlap for an hour, older kids later. Might help with comfort levels of all kids, lines for photos, etc.*
- g. *Maybe add spiritwear into the event, or even potentially include some auction items.*
- h. *Also, maybe manage it differently next year - wristbands or physical tickets so that if people exchange, they have something to show.*
- i. *Budget: heaters (\$1K), Pizza (\$1K), candy bar, backdrop, etc. Lots of things can be repurposed for next year. Made \$2,900 on event!*

Keep tickets low at \$25. Lauren will put together a spreadsheet on expenses and give us a better sense of the numbers for next year.

2. Feb 14: Crossing Guard Appreciation Day
 - a. *Jamie will post the appreciation spotlights on social media.*
 - b. *Posters were signed by students and laminated for each crossing guard. Maybe do the Bulldog costume and bring flowers to each one?*
 - c. *Maybe include something for the barber shop guy who passes out lollipops.*
 - d. *Hillari, Jamie, Kristin bringing flowers and a note for each crossing guard.*
3. March 7: Dad's Night Out - last of the year
4. March 14: Mom's Night Out - last of the year
 - a. *Jamie will do marketing flyer for both. Board try to get as many people out as possible.*
5. March 13: Cultural Fair
 - a. *March 13th is the Cultural Fair. More simple format. We can get food trucks but can't allow homemade food to come in.*
 - b. *Rick is planting the seed with teachers that we'll be communicating through classrooms and teachers, and kids can share whatever they want about their culture/another culture, etc.....Science Fair style.*
 - c. *Planning to hold it in the evening. Stay tuned from Hillari on more details.*
 - d. *Using grant money to host this event and will reach out to all volunteers from each cultural event this year to see if they'd like to help.*
5. April 3: Bulldog Stampede
 - a. *Will move forward for LVM, hard to coordinate with the other elementary schools this year.*
6. May 6: Staff Appreciation Week
7. May 11: Wag
8. Other:
 - a. *Invite more parents to our March/April meeting to help build awareness on budget, enrichment, board involvement, etc. Whichever one we don't open up, we'll invite Room Parent reps, Cornerstone reps, Gardening Program reps to share out to Board and are thinking about replacements for next year.*
 - b. *Program Reps to March Meeting; Open meeting in April.*

V. Programs Report

1. Diversity & Inclusion
 - i. Lunar New Year (Recap)
 - a. *Holly is doing a read-aloud for Lunar New Year. Fun Zone lantern project for Lunar New Year.*
 - ii. Persian New Year
 - a. *Hillari will reach out to the volunteers for Persian New Year to start planning.*
 - iii. April 23: Day of the Book (Spanish Holiday)
2. Earth Week
 - a. *Earth Week - bike rack decorating this year. LVM has highest walker/biker community of all the LG schools (over 50%). Maybe this year, we'll do a 7:30am breakfast in MPR for walker/bikers this year.*
 - b. *Maybe do a tie-in opportunity with K-Kids for Earth Week.*
3. Book Fair/Book Donation
4. Project Cornerstone Update

VI. Fundraising Report

1. WAG:
 - a. *Theme Poll: 75 responses. Majority for 70s/Disco.*
 - b. *Marketing: Will make an announcement for the theme of "Boogie Nights." Will send through Bulldog Beat and have a one-off announcement. Is there a way to video Rick rollerskating or something funny to make an announcement – drum up excitement. Will look at printing a couple big colorful posters for outside the school, as well as printouts for Wednesday folders.*
 - c. *Venue: completely booked! Not in their main restaurant - outside past the main lobby area, just before the pool area. There is a courtyard there - food and first 2 hours of free alcohol will be (first hour will be donated wine/beer, second hour will be full bar but free). Then we move upstairs to that area for the rest of the event. Upstairs will be cash bar. Will work on marketing the open bar.*
 - d. *Budget: Last year, spent \$50K, made \$30K. This year, hoping to spend \$30K, make \$50K. The venue is beautiful so hoping we don't need to spend much on decor. We have a DJ donating his time, but will need to rent a wireless mic. Comes with the rest of the equipment (lights, wired mic, etc).*
 - e. *Details: Hosting on a Saturday instead of Friday this year. Event will be from 6pm-10pm. Auctioneer (Mark Altman) is a LVM alum. Has done a lot of local events, used to do the WAG years ago. He*

is more affordable than past year's auctioneers. Great set up for auction, with outside balconies for those who don't want to participate.

- f. Ticketing: Will do early bird ticket price, than regular admission ticket price. Cut off date for early bird is April 15th (\$125), after that will be regular price (\$150). Hoping to get at least 120 ppl, but push for 200 ppl. Will find out the max capacity for Dio Deko. Will offer staff sponsored tickets.*
- g. Volunteers: Will need volunteers for set-up and check-in. Last year, we had high school students. This year we will offer 1 free ticket if you volunteer. Need some volunteers specifically for recording bids during the auction.*
- h. Auction: Auctioneer (Mark Altman) is a LVM alum. Has done a lot of local events, used to do the WAG years ago. He is more affordable than past year's auctioneers. Great set up for auction, with outside balconies for those who don't want to participate. Emily will build a list of local businesses to ask, and to track ownership/progress. Will use the auction forms from last year. Will offer each donor the opportunity to be called out at auction or presented as "anonymous LVM family."*
- i. Committee: Emily needs to start meetings for the WAG Committee. Emily will reach out to last year's committee first and then open it up for others to join. Hillari will put that out with a sign-up immediately after marketing the theme. Will try to make sure we aren't meeting too often but want to delegate areas to each person so people can start working. Emily and Carie will work on timing of the meetings. Carie has built a spreadsheet on what the needs are from the Committee.*
- j. Sponsorships: Opening it up to real estate companies. Will offer sponsorship marketing based on level of giving. Maybe offer a "spotlight" in Bulldog Beat. Posters at WAG, etc. Two at \$2,500 level, 10 at \$1,000 level. Emily will start with Coldwell Banker. If you donate an auction vacation home for example, you get the platinum sponsorship level too.*

2. Bulldog Stampede

VII. Marketing Report

- 1. HSC website**
- 2. Social Media**
- 3. Spirit Wear**

- a. *Want to open it up one more time this year, and offer one new item. Jamie will brainstorm and work on this.*

4. Yearbook

- a. *Put information back in Bulldog Beat on how to purchase Yearbook. Would like to identify a new lead for Yearbook so Jamie can co-lead with this person for next couple of years. Each class has a Yearbook rep this year.*
- b. *Tree Ring changes things around each year.*

VIII. Treasury Report

1. Budget update

- a. *We received a deposit of \$50K from OneCommunity. We're just about at the level of what we were expecting from our OneCommunity campaign. We still have a delta of \$42K between raised vs budget for HSC. Still have WAG and Stampede coming up. We paid \$102K to District for busing, supplies, etc.*
- b. *We made \$2,900 at the Sweetheart Dance.*
- c. *We paid our accountant for last year and this year.*
- d. *We spent \$60K for STEAM lab, based on a grant that was in our bank account from last year.*
- e. *Assemblies line item of \$5K.*
- f. *Coding will come in later in the year.*
- g. *BMX Assembly coming up but covered under Cornerstone.*
- h. *Gardening Program still has \$2K line item.*
- i. *Field Day food line item of \$2,500 (maybe with color teams)*
- j. *LEGO engineering line item of \$3,000*
- k. *STEAM Fair during Open House again \$1,500.*

2. One Community LG

3. Business sponsorships

4. Expense Reimbursements

5. Signup Genius - continue or new platform?

IX. Community Report

X. Community Service Above Self Report

1. K-Kids Update

- a. *First Meeting of K-Kids. Split the group (2-3 grades and 4-5 grades). First time younger grades have been able to participate in this. 50 kids in each group, great turnout. Shakes out to about 1 in*

every 3 kids participating. We recorded who attended this first meeting and have our roster now.

- b. Kristin meeting with teachers now monthly to plan it out. Kiwanis is on site for all meetings and helping to facilitate. They posted our first meeting online and Blossom Hill has already reached out to Kristin to start their own club there.*
- c. Kristin needs help in thinking about how to market/communicate the other meetings. Do we want teachers to do it? Maybe identify a “class rep” student in each class to remind others of the upcoming meetings.*
- d. Maybe move future meetings to the MPR. Kids can eat there more comfortably too.*
- e. Next meeting is March 12th. The kids came up with some great fundraising ideas (farmers market from LVM garden) and ways to engage the younger kids (more crafts based). The kids are REALLY into it and ready to go. Hopefully some more integration opportunities with other schools as the program builds up.*
- f. HSC to help Kristin with advertising for the meetings and various projects/activities.*

XI. Ecology Report

- 1. Garden Program Update
 - Lunchtime and class vegetable tastings
 - Shed and rock painting
 - Thank you to Pam?
- 2. SR2S Update (from Wendy Riggs)
 - Walk to school breakfast during Earth Week?
 - Spare the Air Day is April 24

XII. Discuss open action items

XIII. Adjourn @ 10:00am

Next Executive Board Meeting is March 12, 2024 at 8:30am, MPR