

Roswell High School Band Booster Association

MEETING AGENDA & MINUTES

Meeting	RHSBBA Executive Meeting	Date	March 20, 2019
Type of meeting	Status, Review & Discussion	Time	7:00 pm – 9:00 pm US ET
Attendees	Mark Herring (meeting co-chair), Michael Dal Cerro (meeting co-chair), Michael Moon (Director of Bands), Craig Baughn, Greg Freeman, Anne-Marie Canty, Julie Garrett, Christina Knutson, Esther Collins, Mary Jane Hendrickson, Kevin Irwin		
Absent	Gretchen Shirley	Venue	RHS – Media Center

AGENDA

Meeting Objective: Executive Board meeting, open for general membership to attend unless student confidential information requires Board discussion and attention.

1. **Call to Order** Michael D. (7:00pm)
2. **Roll Call**
3. **Minutes from February EB Meeting**
 - i. Approved and online
4. **Special Guest from Ed Voyles CDJR regarding the 2019 Jeep Raffle** - Kevin Irwin joined us from Ed Voyle, he is our rep for the Jeep raffle. Seven organizations are participating, and all raffle ticket sale proceeds go directly to the school. Prize is a 2019 Jeep Wrangler 2-door soft top. Jeep is valued at \$29,540 or there is a \$10,000 cash payout. Taxes and fees will be the responsibility of the winner. Start date TBD, will run until Nov 14th when tickets are due. On Nov 16th the winning ticket will be drawn at the dealership, winner does not have to be present. Kevin provided the rules and regulations for the raffle. There was a discussion of events where it would be good to display the Jeep – Michael D. will get dates to Kevin and he'll work out appearances as he can.
5. **Band Director's Report, Updates and Upcoming Calendar**
 - i. LGPE – Overall the kids did really well. All three groups did a great job and Michael M. was pleased with the results. A lot of schools there did not get the ratings they were expecting, and the judging was very firm. If you received a superior it was because you really were superior. Wind ensemble received a 1, 2, & 2 for their performances and the other groups received straight 2's. Everyone received 1's in sight-reading.
 - ii. Indoor Drumline – Still going strong, had the WGI competition last Saturday the 16th. They came in 15 out of 15 but most of the group is freshmen so they did great for their first time. There was a time penalty but without the penalty they would have been 14 instead. The season ends on Mar 30th. Michael M. will check to be sure that Nick has the trucks covered and will confirm with Craig.

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- iii. Winter Guard – Doing well, they were promoted to their next classification. In their new class they placed 5th in the last competition. The season ends next Saturday.
- iv. All State and District Honor Bands – Nothing to report
- v. 2019 Marching Band Camp – Michael M. is still working out paperwork with University of West Georgia and needs to tour the facility before making a decision.
- vi. Senior Trip March 2019 – Trip was great, 16 kids went, and there were no problems.
- vii. Full Band Trip for 2020 – Washington D.C. is still on the table, considering Orlando but there is nothing musical there that presents itself other than Festival of Disney and you have to stay onsite for that so it significantly increases the cost. It is not just about planning a fun trip for the kids, but it's about the kids performing in a venue they may never be able to visit or attempt again. Michael D. said one thing to consider is that some students have already done a DC trip in middle school. There are also travel challenges. Trip would most likely in March. Discussion on participation, would need around 55 students to make it doable to have a concert band. Need something with a performance involved. Discussion on getting additional days approved for travel if needed, especially if we need to drive approx. 12 hours up to D.C. Christina mentioned that some of the moms had concerns that there would not be a high interest in D.C. and it would be canceled. Michael M. felt the kids were receptive to the idea. Craig said that D.C. is mostly transportation costs as the attractions are free, Orlando cost is mostly about the parks. Michael M. would like to have a decision made by Commitment Night in May.
- viii. Student Recruitment Updates / Rising 9th Grader Night – Great success, there weren't as many people there as last year but the people who did come had a lot of great comments about the conversations. Michael M. is going to spend more time recruiting after Spring Break.

6. Officer Reports

a. President's Report

- i. Open discussion about fundraising and volunteerism – Mark – parent feedback is that IDL fundraiser kind of took away from the M.A.R.C.H. fundraising and that we are constantly beating the fundraising drum and parents are tired. Mary Jane asks if we have thought about giving the parents an option to pay a larger band fee up front and opting out of fundraising. Michael M. – yes, we have thought about that but that is a hard number to come up with because our fundraising targets are \$45k per year and we'd have to figure out what that is for just the parents that don't want to participate. Craig likes the idea of switching to a few big fundraisers rather than multiple small ones. Discussion about the recent fundraisers - \$365 made at the Captain Marvel movie night. Mary Jane - the IDL fundraiser where we asked people to sponsor and get their name on the back of the drumline show shirt was a good fundraiser, IDL made around \$2500 on that one. Michael M. -we have to be careful with that because of our existing corporate sponsorships. Michael D. – let's not get into the weeds about specific fundraisers, but discuss the process overall. There were a couple of years where the fundraising wasn't really happening. Last

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year was a reboot of the fundraising effort and while we want to reduce the number of fundraisers but make them bigger, it takes a lot of effort to get the bigger ones going. If the fundraising efforts go down, we're putting all our eggs into bigger baskets so we really need to hit it hard to make sure they are successful. Mary Jane and Christina mention that IDL fundraising was exhausting, we were tired after 3 fundraisers and out of people to ask by the time M.A.R.C.H. kicked off. Mark – there has been discussion about the board preparing for IDL and contributing to it out of the budget without having to have do separate fundraising. Christina – that is a great idea because another thing is that people felt burnt by the IDL fundraising as we were told the more we raised, the less we'd have to pay for the program, and then several kids dropped out and we had to foot the bill. Esther - we need to put more responsibility on the kids, it's good for them to go door-to-door to raise the month, so yes the big fundraisers are good but that puts more onto the parents whereas the smaller ones put more responsibility onto the kids. Julie – it would be good to have a plan to give parents an overview of what fundraising is upcoming. Michael D. we did provide a blueprint of the fundraisers that were coming up but we could look at including more info. Julie - but more things have been added along the way and we need to do a better job of setting people's expectations. Christina – I feel like with these bigger fundraisers we should have a mandatory parent meeting or something that provides all of the information, lets them ask questions, etc. Also it would be good if we could provide more resources for parents who are not marketing/sales people and not comfortable with going out and asking for money. Michael D. – We can't really make it mandatory but could consider placing it at the start, prior to a concert. It's cannot be during a concert. Another idea is maybe a sign up at the beginning of the year committing to 3 fundraisers and then assigning it to people. If you don't sign up, you will be assigned. Same with volunteers, Michael M. – We should market volunteer positions to all band parents rather than just marching band. Greg – we need to figure out in Charms how to track volunteer hours so we can check with people who have not helped very much. Discussion about setting that up in time for Commitment Night. Could have parents speak at commitment night, and also have sign-up sheets during the uniform fitting night. Michael D. – I like Greg's idea about name tags and t-shirts to recognize volunteers.

- ii. Budget Status and Review for 2019/20 – Draft budget was reviewed
Timeline; Q&A and Review with EB; updated/advanced fee schedule for MB: 5/7, 6/1, 7/1; Classroom Bands: 8/8; IDL & WG: 10/1, 11/1, 12/1; review/update of Letter of Intent; autodraft of fees via PushPay
- iii. POS System – We've been authorized to use a card reader with our Paypal account but we need an iPhone or iPad to use it. Mark suggests a purchase of a Board-owned iPad. Apx. \$700 for system (iPad, card reader, stand, etc). Need to figure out state registration for sales tax. Feedback has been that we lose some business because of not taking credit cards – would increase sales.
- iv. Retreat – Meet Sat April 20th at 9am at First Watch in Alpharetta. 90mins-2 hours to strategize and align with Michael M.'s goals (not discuss booster business).

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- b. Logistics & Volunteer Updates (VP and VP Support Services)
 - i. Annual Band Banquet (VP)- Banquet committee met on 3/14, Kristine has received catering quotes from Moe's at apx. \$10-\$15 per student. Going to ask for volunteers to bake desserts. Michael M. has reserved the cafeteria. Committee decided on a theme – “Music Through the Decades”, would like to encourage kids to dress in costume if they want to. Mary Jane and Josh K. to work out the slideshows and videos. Christina – some of the band moms were asking for details on the banquet and were not pleased with the theme, they felt it should be formal and that some of the senior girls were upset it would not be. Christina and Kristine told them the theme was very open-ended so kids could dress how they wanted, even formal but they still had concerns. Several board members asked their own kids and section friends for their opinion and it was very mixed. Michael M. - this banquet is for all of the kids; the proposed theme is open-ended and fun and the kids can basically wear what they want so I think it's a good idea and that's what we will be doing. Michael M. to send out a save the date text. Christina is working on invitations and will manage RSVPs. Next committee meeting is April 11 at 6:30 and invitations will be sent out right after. Mary Jane inquired about picture budget and reports half of the senior pictures have been taken already.
 - ii. Uniforms Update (VP Support Services) – Melissa Smith is still overseeing uniforms with the help of students. Need some parent volunteers for April 11&12 for fittings. Can collect money during fittings and also on Commitment Night. Greg proposed background videos of performance or IDL playing, some kind of ambience to get students excited. Need student leadership present both days.
 - iii. CPR Class (VP Support Services) - Chaperones and other volunteers to be fully training in CPR and basic first aid. Greg can organize with fire department connections, need to find a Saturday to do it. Sometime before marching season. Mark – could see if we could partner with City of Roswell and have it open to the city.
 - iv. Parent volunteer handbook – Added glossary, still seeking feedback.
 - v. Spring Concert (VP Support Services) – Band concert 1 on May 14th, will be Jazz, Percussion, Concert Band, and Symphonic Band. Band concert 2 on May 16th will be Crabapple MS, Elkins MS, Wind Ensemble, and mass band. No volunteer support needed.
- c. Treasurer's Report
 - i. Financial Report (Fiscal YTD vs. Approved Budget) - Still adding M.A.R.C.H. payments, missing some payments from senior trip, some people dropped out and we need to determine how to handle the loss in funds from that. Julie and Mark discussed allocation of the M.A.R.C.H. funds and reporting.
 - ii. Marching Band – remaining uniform deposits – Michael M. reports all uniforms are turned in. Julie to issue remaining refunds.

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- iii. A/R: General Band/IDL/WG/Senior Trip – Discussion on options for collecting overdue funds. Michael M. to discuss with Dr. Shaw about possible consequences – you can't prevent students from participating but can limit what they can do. Michael D. found some documentation indicating that student-owed funds for a non-profit cannot rollover at the end of the fiscal year. Michael M. to look into that. Need to make a determination if family can't pay or just won't pay. Michael M. will send collection letter home. Mark suggests he add in all the ways you can pay. Greg suggests mailing home rather than in kids backpacks so they don't get lost. Julie has been trying to send statements out monthly. Julie - Kristine has been helping with Charms and getting everything situated. Charms is difficult to change fee amounts when they have already been paid.
- iv. Money Market -Bank recommended taking some of our money and put it into a money market account with a higher interest rate. Discussion on what funds to use for that. Julie made a motion to divert funds of M.A.R.C.H. and band tower escrow funds (initial amount of \$20,000) to fund a brand new money market account. Michael D. seconded, board approves.
- v. Julie Vacation – Out of town over spring break and won't be very reachable, let her know ahead of time if you need anything before then.
- d. Fundraising Activity & Planned Events (VP's, Ways and Means)
 - i. M.A.R.C.H. – The work day was great, kid feedback is positive. Site coordinators were happy with the work that was done, over 600 band hours given to the community. Around \$10,000 received so far. Only 35 kids raised money. Anne-Marie – on Friday night, 23 students signed up but 50 kids showed up and many just ate and did not help. 80 students participated on Saturday. Some of the kids who showed up Friday showed up Saturday too. Discussion on lessons learned for next year. Need to have two volunteers at each site in case of emergencies. Need to do better planning with the day chosen for the event so there are no other activities on that day (IDL, Winter guard). However, the date selected was well before any other items on the calendar. And it was the best and nearly the only option for us to choose. Recommendation by Anne-Marie to not use Mimosa as a site next year because of logistics. Michael M. recommended assigning kids to sites next time. Mark – We should discuss M.A.R.C.H. fundraiser next school year at winter concert to have more of an audience. Donors get a receipt when they pay via Pushpay, not by check but we can send receipts if they request one.
 - ii. Movie Night – 30 participants. Held on a long weekend of which may have contributed to low attendance. Yet this the evenings to choose from, this was the date that posed the least amount of challenge
 - iii. Swarmin' the Green – At Aurora on April 27th, golf and Avengers: End Game movie. Discussion on incentives – Michael M. – last year the kids voted on staff costumes, could do something like that. Marineli Dal Cerro is working out pricing. Movie is long so need to consider food options. This is a social event, not a fundraiser.

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- iv. Jeep Raffle - Discussion of a soft start at the start of summer and then start to push it at pre-band camp. May 16th could be a good day to start the launch due to attendance at the concert, will need to determine how to govern ticket distribution. We will need a committee staffed up with 2 more promoters and a coordinator.
- e. Secretary's Report
 - i. Band Directory – Received access to all of the data in Charms but it is not user friendly or easy to manipulate, the most you can do is export it to a spreadsheet. Reached out to Lee Hills to ask about the existing RHS directory to see if we can work with that to build what we want. Looked into directory applications and found one that looks like it will do what we need, it would be about \$200 per year for 200 people. Christina to setup a free trial and send out to the board for review. Ultimate goal is for chaperones and other volunteers to be able to pull up student/parent info as needed while at events, with pictures included. This will also help reduce anonymity in the system.
 - f. Communications Report (Director, Communications)
 - i. Newsletter - formatting and options – Everything going smoothly, and have what I need to keep communications going. Talking to Ginger about website ownership. Michael presented the thought of a new website. Michael Moon looking into another option.
- 7. **Old Business - None**
- 8. **New Business Michael M.** – We are not going to be able to use RHS for pre-band camp. Looking at Roswell North or CMS. Not sure who will foot the bill for using Roswell Rec fields. Mark – CMS has a field that is not a Roswell Rec field that we can look at. Need to work logistics for moving and storing instruments.
- 9. **Adjournment** – Michael D. (10:32pm)

Next RHSBBA Meeting: 4/18/19 7:00pm