

Friends of Peirce – March 13, 2018, @ Hopleaf Bar

Lori Zami, Ann Regan, Laura Meyer, Susan Boyle, Kim Liebowitz, Dave Tilson, Joe Dunne, John Marcinek, Jim Crocker, Carolyn Gordon, + Kate Polgar, Manini Rao, Michael Roper of Hopleaf, Becky Radoszewski, Ellen O'Donnell

Administrative

1. Financial Report

Current available balance is \$83,723, available balance: \$80,843.94

Uncleared checks:

#1240 Lynn Carro \$129.19

#1247 Writers Theater Inc. \$2,000

#1251 Te Ling Chiang \$150

#1254 Secretary of State \$10

#1255 Dream Big \$8,000

#1256 Kimberly Leibovitz \$150

John Marcinek has a \$1000 check for FOP from a parent. Hopleaf has approx. \$41k for FOP, + a \$2300 check that he just gave to school.

Deadline for DC trip to be paid for was 2/28/18. We will cut a check for difference to cover trip. There's money from Makers Space and Kickstarter that needs to be spent.

In Financial Report from now on, JC will break out Restricted Funds.

2. On-line platforms

- a. Myevent.com/athons – KP: suggest using an online platform to raise \$ for Moveathon. Each kid gets their own page with a link. Costs 5%, but we should be able to make that up due to the ease of use. Worth a try for a year to see if we get at least a % bump. Also will collect cash as well. Start collecting money 3 weeks out, and kids bring in cash day of. We now have a money counter. Kate and Manini will set up the Myevent website. Decision made to use this for this year. There is also a \$39.99 monthly fee. We'll use it for one month. JC will help with the Swipe \$ transfer set up.
- b. Benevity.org – JD: employer matching grant platform. JC will help get the ACH transfer set up. Cost to the non-profit (FOP) is minimal.

3. Board Elections/Slate – JD: 5 people whose terms are coming up in May. We need to recruit. AR and JM are on Slate Committee (reach out to people whose terms are ending to see if they want to re-up. reach out to new people. determine best combo of people and present slate to Board in May.)

- a. Build capacity to assist with Move-a-thon, etc. – should be an ongoing thing. Spread the word through the Room Parents. Send an email to Cecelia to Room Parents and general PSO.

4. Other – nothing else

Events

1. Mom's Night at Bar Roma (Laura)– March 19th: Officially sold out, with a waitlist! This year we need to cover gratuity (\$200). We'll raise \$2100.
2. Rock Out! (Susan and Laura) – May 19th. Tickets \$75 until 4/19, when price will go up. 18 tickets already purchased + one ticket purchased for a teacher and 2 donated tickets. Raffle tickets go on sale 4/10 – Hamilton, Sitter City, Uber, Dinner. Can order 1000 raffle tickets for \$35. Each board member needs to sell at least 4 tickets. Can offer raffle tickets on Eventbrite when people purchase their tickets. There's an option on Eventbrite for people to click and pay the Eventbrite fee. Have lots of other donations – looking to make packages of restaurants + events. Goal is to have 15 packages – some for live auction, some for silent auction. There's also fee based donations that we could do of memorabilia. Is there a corporate group that has a foundation that wants to hook up with a school? At Properties is a possibility. Great return on donations. Need event sponsors now. Do we take political sponsors? Donations ok from individuals in office, who are our elected officials, but they need to pay to attend event. We won't accept money from campaign accounts in election years. Need to discuss further and create policy. All board members need to solicit donations. We have the contract – 3 hours of open bar. We need to cover \$9600 of open bar.
3. Move-a-Thon on 5/18 (Manini): see above in Online Platforms
4. Fiesta de Arte on 4/26 (Manini) – AR went around Galleria and spoke with vendors. Backpack mail going out, and there's a post on FB, and crafter boards. Two food trucks – cupcakes and pizza for 20% of sales. Reach out to other food trucks. DT has 5 rainbow looms that he'll bring. Will make a \$10 table for kids who can sell whatever they want.
5. Hop Leaf (Joe, Dave, Michael) – April 29th. Sunday. 100% of sales to Peirce. Bigger first year than the 2nd year (very rainy 2nd year, so the patio was closed). Lots of press the first year. 1st year was 3x a normal Sunday, 2nd year was 2x a normal Sunday. Last year press release went out late, but this year it's ready to go. MR will check with WBEZ to do non-profit promotion. Both Chambers of Commerce will promote since we're members now. Will ask aldermen and Teachers Union to add to their newsletters. This will bring in a big chunk of cash (\$25-35k) in addition to what there already is. MR: Is there a big ticket item that needs \$? LZ: exterior beautification is a big priority of many parents (playground bushes, flowers, grass, painting field house roof, pave some areas, landscape architect) MR: what about technology/arts? Easier sell to Hopleaf customers. LZ has an ongoing list that she'll send to MR. DT: fund arts programs at every grade level. JD: there are looming technology needs – teacher laptops need to be

replaced, chromebooks will need to be replaced. CPS has been taking money back from schools, so LZ has been conservative with spending. See about getting landscape architect to donate services (Jens Jensen designed original playground!).

Good response on Kegs so we're backed up with donations for the next 3-4 weeks. Some beers were high alcohol so they go in smaller glasses and people tend to drink less. They cost a bit more but it takes longer to sell. Best to stick with the greatest hits that will last about one week, rather than have people choose their favorite. We can also get donations from breweries.

- a. Other promotions to check with Michael – ok to solicit \$ to say their \$ will fund arts? Yes says MR. Also, Blarney Stone guest bartender event – not a competitor, so it's not a threat. Schedule it 2-3 weeks away from 4/29 so that peoples' calendars are not clogged with school fundraisers. – AR let's push Blarney Stone to the fall, there's a lot going on this Spring.

5. Midsommar/City Made (Eilene, Carolyn) – not yet

6. DC Trip Status – see above

7. Mattress Sale Event representatives (John) – sale on 5/5. Have done 150 mattress sales at schools in the past 3 years. 10% of population is in the market for a mattress at all times. They have all the big mattress names (except Sleepnumber). They're a mattress store without a bricks and mortar store, which allows them to give 15-20% of purchase price to schools. 20 so far in Chicago this year - 3 on the northside, none close by. They do the marketing and provide materials. We do social media and word of mouth and distribute their materials. Order goes in Monday after the sale, the mattress finished being made by Thursday, goes to distribution center who then sets up delivery with customer. Premium brands have free delivery, lower cost ones have a delivery price. \$40 to take away old mattresses. Need volunteers day of event, and will need volunteers to distribute promotional materials, such as yard signs and fliers. Average purchase price is \$1000. Cheaper than regular stores – delivery and removal are available, mattresses can be shipped out of state. JM will resend the deck to Board. Kate will get Ruthslist. Also, Chambers, Aldermen, etc. We will promote this sale at all the other events (Moveathon, Mom's Night, Rock On, Fiesta) The mattress company has been going back and forth between doing one sale per year or two sales per year – fall and spring. First time events usually get \$3-5k. Schools that put a ton of energy in have raised up to \$10k. We'll start getting materials in the next week. JM is taking the lead on distributing materials. They sell sheets, etc., so we won't do the Cozzzy sale.

8. Others Events? Wolves game 4/7. buy tickets.

Meeting Adjourned at 8:45