

FOP 6/13/17

Laura Meyer, Eilene Edejer, Susan Boyle, Joe Dunne, Katie Polgar, Erik Schnitger, Carolyn Gordon, Kim Liebowitz, Char, Manini Rao, John Marcinek

## Agenda

### Old Business

- a. Midsommar Update – don't have \$ results yet. Seems to have been a smaller turnout than usual.
- b. Local Business Outreach – another area where a Google Doc would be helpful, so people could add their contacts in businesses. Giordano's has dropped off. Keep monthly – consistency makes it easier for people to participate. Check calendar to make sure it doesn't conflict. Rotate several restaurants on a quarterly basis – Chipotle, Giordano's, Potbelly. Coordinate with school events like report card pick up. Could have a donation button in case you can't go. Put it on School Calendar. Potbelly is good, Chipotle is good because it's 50% donation. Income Tax wants to do an event. Swift raised \$5k - \$20 ticket. Income Tax donated food and cash bar. Others to try: wine tasting at Independent Spirit – Char knows them. Fritzzy's across from the Raven Theater – do it after the event. Sushi place across from Uptown Underground, with an after event thing at Fat Cat. Think about services we use – for \$5k, you pick the time of year you want and we will promote, or sponsor the year and your ad will be on everything that goes out for the whole year – invite them to all our events. Only one or 2 customers will make that money back for them. Get 5 sponsors. Ideas: Toyota Metro, HVAC companies, roofing companies, home remodel. Create Sponsorship committee who will come back with recommendations. Call it the Panther List – like Angie's List, a directory. Make a menu of perks for businesses can choose from for different levels of giving – gold, silver, bronze. Maybe not FOP, but there should be a list of Peirce families that own businesses – let people know at the beginning of the school year. Eilene has that info from the survey. PSO will have a Holiday Market in December. First parent businesses, then outside businesses.
- c. Grant Writing Initiative – no one will write FOP a grant. It has to come from the school. This will come off the agenda for the time being.
- d. Marketing Deck
- e. Yubbler – CG will get order by date from Yubbler. KL will copy and distribute flier by Friday and to the social media people in the school. CG will post of FOP FB, and send to room parents.
- f. Maker Carts – when is it going live? If once school is over, then how will we let people know about the Go Fund Me ? KL: the video is almost done and texted the teacher in charge of the project. Talk of getting the FOP Media List out – who has that list? Eric Lannert is working on Go Fund Me and video. John Marcinek? Dave Tilson? Do we have a Google doc? Need update.
- g. Fiesta de Arte – Manini : \$1277.44 – from auction, plants, food. Next year it will be a Thursday night in April instead of a Saturday afternoon.

Treasurer Report (Jim Crocker)

Bank Balance: \$62,653

School Balance – as of May: \$24,352.88

Year Over Year Analysis

JD/JC will break down by income source, and go back further than 3 years, and create a proposed budget with line items by September.

New Business

- a. Board Involvement – for each event. JD will send out draft agenda a week in advance and ask for additions, and then post it before meeting., along with bank statement and any other documents that need to be reviewed. KL has a working agenda table that she will share. Structure committees this summer. Send out request for volunteers at the beginning of the year
- b. Calendar of Events for 2017/18
- c. Fundraising Goals – Manini wants a pot of money for PSO to make purchase for things that they need – balloon inflator, cash counter, popcorn machine, etc. Proposed budget by September, with fundraising goals for each event. PSO will get a budget to spend as determined by them.
- d. Recognition for Donors – how to do it without it costing us that gets the info out to the Peirce community? Put logo on website. Thank you note, like a donor board, that goes in backpacks and on email newsletter. Manini did this for Moveathon and put it on website, with a link sent to the businesses. Thank you note to all businesses. Ad board where they can advertise services, or more banners on the fence. Ad book for our major events.