

Hoover Performing Arts Boosters
Minutes of the Meeting

Wednesday, 6:00 p.m., October 18, 2017

- Meeting Minutes
 - Meeting Minutes from the September 13, 2017 Meeting were reviewed and approved.
- Welcome and review of this evenings meeting agenda by Kristy.
- Treasurer's Report:
 - Marie Castaneda distributed the monthly spreadsheet.
 - Marie reported that the bank has confirmed that we are able to deposit change. ☺ No need to pre-roll and there will be no additional charges.
 - We are off to a good start with fundraising. We seem to be right inline with numbers from last year at this time.
- Dance Funds Request (Laura Anne Abedini):
 - Requested approval for immediate spending (items already in budget) in the amount of \$2687.20. APPROVED by Board.
- 2017 / 2018 Budget Discussion
 - Kristy created a draft/working budget based on the reports she received from Dance, Choir and Orchestra (reports still needed Band and Drama). For the new budgets this year, teachers were asked to add anticipated items that we can strive for. Using these new goals this year will change our final numbers from – what we **did** last year vs. what we **can do** this year. It is looking like our anticipated expenses are about \$49K (not including trips and extra items).
 - The general Boosters expenses my go up as well so we will need to be sure we have enough in our account to cover additional costs associated in maintaining the programs. As done in past years, if we end the year with a surplus it will be distributed back to the teachers.
- Current Fundraisers:
 - Pumpkin Patch
 - Blaze Pizza (we made \$250 last Thursday) – we need to keep promoting.

- Wreath Sales – great fundraiser as we make \$15 per wreath. All packets have been distributed (Dance, Drama, Orchestra & Band).
- Upcoming Fundraisers:
 - SNAP Raise
 - SNAP is basically an online/virtual platform that helps schools and communities with fundraisers. It is similar to Gofundme, and is used by neighborhood schools such as Lincoln, Homestead, Piedmont, etc. They had some great results (~\$45K was raised at Homestead High).
 - Very secure, they do not sell contact info, great reputation.
 - SNAP does charge a fee for their services. We will get 80% (minus any credit card fees), and they keep 20%. Their services include management of messages, they will come to school and hold a meeting with the kids to get them involved and excited.
 - Teachers will need to put some thought into what their goal is. It may be a fundraiser to focus on a particular trip or event, or, it may be just general PA expenses. We can separate by discipline or all of PA as a group, but we will need to decide this in advance. Also, teachers should be sure they include kids that are enthusiastic because it is required that at least 70% must participate.
 - Kids will be able to personalize their own page and will be responsible for distributing via email to friends and family.
 - Campaign will run for 4 weeks.
 - Amanda Lubbs is coordinating with Paul at SNAP and will stay in touch with teachers as we confirm and launch the program.
 - Holiday Lights
 - Goodwill Truck
 - Start getting word out! This is a fundraiser for Boosters general account.
 - Tri-tip Dinner
 - Will need a sub-committee. Will maybe focus on this around Superbowl.
 - Sweetheart Cabaret
 - Need a date for this as the calendar is filling up. Also, need to work with Lincoln if we want to use their tables again.

- Direct Donations from Companies
 - PTSA has been having some great success going directly to local companies for donations. If you know of potential companies, please talk to them, or direct us to them and we can make contact.
- MOD Pizza
 - Although in Cupertino, MOD will be giving us a percentage on their entire day of sales. No coupons required. We just need to supply them with a date.
- Upcoming Events:
 - **October 19 - Choir Concert - 7pm, Main Gym**
 - Sign-up Genius is out
 - Kristy bringing flowers
 - **November 16 – 17, Fall Play**
 - Ms. Jordan will be getting information out on November 1st. Name of play is Silver Secret.
 - **November 29 - Holiday Lights**
 - Need 2-3 people to help coordinate. How are we going to partner up with PTSA?
 - Need more money in the budget in order to put this on. Boosters may have some money to contribute.
- PTSA Updates / News:
 - Still time to purchase Masquerade tickets!
- The next Boosters meeting will be held on Wednesday, November 15, 2017 at 6:00 p.m.

There being no further business to discuss, the meeting was adjourned at 7:00 pm.