

FMPA Minutes November 11, 2013

Members present –Sue Burton, Jenny Jones, Heidi Johnson, Angela Murphy, Sharon Figgs, Renee Keith, Dan Deitsch, Penny Sauer, Heidi Reeb, Kevin Berlon, Brenda Dennis

Welcome and Introductions – Kevin Berlon

Secretary’s Report – Sue Burton

A motion to approve the October 2013 minutes with a spelling correction to Dan Deitsch’s name was made by Penny, second by Angela, motion passed.

Correspondence – Thank you card received from Denyse Hughes for our participation in Trick-or-Treat for a Cure. We circulated sympathy cards to be signed for Penny Mefford (secretary at Whitaker) and Sandy Camden (central duplicating), who lost a brother to cancer. Both ladies have supported FMPA in many ways over the years.

Treasurer’s Report - Heidi Reeb

Cookie dough fund still in flux, the flow through just shows the current balance but more will be sold at concerts, etc., and the bill has not yet been paid.

After review, Sue moved, seconded by Renee, to accept the treasurer’s report. Motion passed.

President’s Report – Kevin Berlon

1. Kevin will meet w/Chelsea, Mike, and Carl at a time TBD – they requested to meet.
2. Kevin had a good meeting w/Superintendent Olverson. Kevin wants to address the board perhaps in February, and wants to discuss the possibility of a “presidential summit” of all FLSD support organizations. The goal would be to have all organizations on the same page about district vision, fundraising coordination, district-wide calendar coordination, etc. Also discussing how we do business with the school district for smooth operations? Ex. A system to receive donations and distribute to proper organizations/departments.
3. Kevin spoke w/a music booster parent from Mr. Olverson’s previous district to get ideas. He learned of some of their (and other schools) fundraising programs like: hosting a marching band competition, where they netted almost \$15,000; a one-day “tag day” blitz of community asking for donations; running a donut booth at the State Fair.
4. We need to develop a long-term plan for instrument replacement.
5. He wants to clarify the distinctions between what FMPA funds and what the district funds.
6. Kevin wrote a mini-grant for Union Savings and was approved for a \$500 grant to provide instrument scholarships. Heidi will put in grant reserves. Kevin informed us that banks, by charter, need to reinvest in their communities. We discussed that since 2010 FLSD percentage of students receiving free and reduced lunch has gone from 32% to 46%. So it is difficult for us to keep up with the need and writing grants is one way to help. Sue will write a thank you to Union Savings for this grant.

Board Reports submitted by meeting time:

MEMBERSHIP - Angela Murphy

New memberships for November:

Family:	4	Total: 51
Patron:	1	20
Alumni:	2	12
Memorial:	0	3

Last year at this time:

Family:	14	Total: 72
Patron:	6	30
Alumni:	4	13
Memorial:	1	4

Last month 20 thank you notes were sent to patron, alumni and community members who joined FMFA. Two more more notes will go out this month.

HIGH SCHOOL BAND - Carl Philipot and Jenny Jones

MIDDLE SCHOOL BAND - Carl Philipot and Kim Fain

Middle school marchers are bummed marching season is over. Several middle school students auditioned for Honor Band Monday, Nov 4. Looking forward to the holiday concert! (Kim Fain)

HIGH SCHOOL ORCHESTRA - Mike Kennedy and Cindy Brown

MIDDLE SCHOOL ORCHESTRA - Mike Kennedy and Jennifer Schmidt

HIGH SCHOOL CHORUS - Chelsea Lamping and Glenda Esslinger

MIDDLE SCHOOL CHORUS - Chelsea Lamping and Sharon Figgs

WHITAKER BAND - Carl Philipot

Whitaker General Music/Voices of Whitaker Chorus – Heidi Johnson

General Music: 6th grade is studying 20th century music, Jazz in particular

5th grade is studying African American spirituals, playing accomp. On Orff instr.

4th grade is studying The Nutcracker and concert etiquette (see below)

3rd grade has been preparing patriotic songs for the Veterans Day celebration this Sunday.

(1:00-2:30pm, Whitaker Elementary School – 3rd graders are invited to come sing at 2pm)

** attendance is optional for 3rd graders*

All 4th graders will be attending a performance of “The Nutcracker” ballet at the School for Creative and Performing Arts on Thursday, December 5th during the school day. Their tickets are just \$6.00 each, all adults/chaperones will attend for free.

Voices of Whitaker: 1st performance is also Thursday, December 5th. Evening performance – 7pm at the Performing Arts Center, Secondary Campus. It will be a short concert, just 30 min. or so, to celebrate the holidays. Students will be asked to arrive at 6:30pm in the HS Choir Room, wearing white tops and black/dark blue bottoms.

2nd performance is Friday, December 20th during the school day, at the Museum Center @ 11:00am. They will eat (sack lunches) after their performance and then get to see the History Museum and Holiday Junction Railroad Exhibit for free. We will return to Finneytown around 2:00pm. **Chaperones will need to pay \$5.50 for the History Museum and Holiday Junction exhibit. I would like to use FMPA funds to pay for this, if possible.

***CHAPERONES: We will need a lot of chaperones for both the Nutcracker and the Museum Center field trips. All chaperones must be fingerprinted at the Finneytown Board of Education office for a background check prior to attending the field trip. This is the new rule for anyone in charge of students on a field trip. There is no cost to the volunteer chaperones, but it is a requirement for attendance on a field trip. This is for the safety of all students. Please call the BOE at 728-3700 to make an appointment as soon as possible.

Respectfully submitted,

Heidi Johnson

UNIFORMS

Brenda Dennis & Glenda Esslinger

FMPA Newsletter Report - Renee Keith

The Fall newsletters were sent out on October 24th. Thanks to Kelley Hickey, Brian Keith, and Tina Marie and her crew of dancers for helping to fold the newsletters. Everyone should have received their copy by now.

Advertisements were sold to Cincinnati Dance and Movement Center, Forrest Lytle, Silk Roads Textiles, Baroque Violin Shop, and Finneytown Civic Association. Income from ads was \$520.

A decision about the Winter newsletter needs to be made soon. Typically the newsletter comes out at the end of January, but with the Dinner Before the Show being almost a month earlier than is typical, do we want to publish the newsletter early this year? The timing is a little difficult with printing since the school will be closed down over the Winter Break. If we want the newsletters to arrive in mailboxes the first week of January, then I would need articles by Dec 9th and I would also need help getting the newsletters folded before the holiday break, which is an extremely busy time of year.

Any thoughts? (Ed. Note: The newsletter will be published early, deadline for articles is **Dec. 10th**.)

Fall Savory Sweets Fundraiser - Penny Sauer

November Fall Fundraiser Report

The final count has been turned in to the Savory Foods company, and delivery is scheduled for Thursday, November 14th at 8:45 am to the Secondary Campus gym. Including extras that I ordered for after-sale purchase, we ordered 1,957 items. This is down from last year's total of 2434. Including some donations that we received, minus the incentive payouts, I estimate that we will net about \$10,325, but we won't know the exact amount until the end of the year when we see how many students use their music education accounts. This puts us about \$3,175 short of our budgeted goal for this year's sale.

Regardless of the what the reasons are for decreased sales the last couple of years, it is obvious that we will need to make allowances in the future for the change in the income of this sale. Our discussion topic for the November meeting seems timely.

Having said that, let's also remember that this is the only fundraiser that we do that brings in over \$10, 000! Thank you to everyone who helped make this sale happen:

- Jennifer Schmidt for assisting me with pre- and post- sale details
- VP's for help with distributing and collecting order forms
- Sharon Figs, Heidi Reeb, Jennifer Schmidt, Kevin Berlon, Anita Ruffin, Kim Fain, Renee Keith, Bart Sauer and Leslie Gamble for helping check orders and count money.
- Heidi Reeb for her many trips to the bank

I have some volunteers already lined up for delivery day, but could use 4 more for filling and checking orders from 9:15 am – 2 pm (or any portion of this that you can help) and at least 2 more for the order pick-up time of 3 – 6 pm. Please let me know if/when you are available to be there.

NEW BUSINESS -

- Savory Sweets – See above. We will need to discuss either where to cut our budget or make up for this unrealized income once the numbers are finalized.
- Luminary Fundraiser – Sue Burton – Luminary info was published in FMPA newsletter – I have 5 orders so far. The event is Sunday night Dec. 15 @ 6 pm. Shawn will post on school website and he is contacting Hilltop press with info and photo. Bill has a link on our website – need to put it on homepage this time of year. Assembly party will be Tues. Dec. 3 @ 1 pm. Let me know if you can help. Will sell at each concert – 12/5, 10, 12. Can we announce it during concerts? We discussed publicity ideas (a banner on Winton fence, church bulletins, Springfield Twp. Promo, facebook posting, etc.)
- Dinner Before the Show – much earlier this year. Dan has volunteered to manage the event. He will begin soliciting for Bid-N-Buy and emphasized that events, personal services, and experiences are the things that sell the best – i.e. dinner parties, etc. After meeting adjourned Penny sent out the DBS Procedure sheet w/job duties, etc. (attached at end of minutes).
- Membership update – see report above
- Craft show – this Sat. 11/16/13, 10-3 to benefit AfterProm. Jennifer and Sharon will sell cookie dough there, perhaps Dan as well.

Fundraising in today's economy – Kevin presented results of his research and some of his thoughts. Overall, we need to reduce the fundraising “noise” and get folks to focus. With our local merchant support, we need to de-bombard, de-noise them with all the various organizations requesting help from them. Need to identify the other groups who are out there fundraising. Now our income is product and event sales. We are running up against limited pockets – again, since 2010 FLSD percentage of students receiving free and reduced lunch has gone from 32% to 46%. We are also seeing a significant drop off in parental involvement – we are not replacing ourselves.

We need to be focused, with clear goals, and clear messaging, and be deliberate about what our Action Plan is.

The big concept we need to explore is – **How do we go outside of Finneytown and expand our reach?** Need to think outside the box, take a different view of it, have different advertising. How can we fundraise better and differently?

Possible areas we have not explored:

Online event or fundraising, social funding. Jenny has some experience/thoughts here – including that we should update our Guidestart exchange profile. It is a clearinghouse for non-profits to “make sure institutional funders, donors, professionals, and the general public have up-to-date, reliable data about your nonprofit.”

Major raffle, like the Greek church does with the car

Other events like OSU glee club performed and the OSU alumni club advertised it.

Grants can be difficult/specific to get, but a new source for us.

As we plan, we need to ask things like:

- What is the cultural attractiveness of our fundraising programs? Different cultures within/around Finneytown have different ideas of what they look for when deciding to donate.
- What are the fundraisers for next year going to be?
- What is the value of your FMPA membership?

Heidi J moved, seconded by Heidi R., that the meeting be adjourned. Motion passed. Meeting adjourned 9 pm.

Our next meeting is **Monday, December 9 at 7 pm**. Superintendent Ty Olverson joins us to discuss "Advocacy at the District Level".

See next pages for Dinner Before the Show Procedures

Dinner Before the Show Procedures

Event Coordinator (FMPA Pres. or delegate)

- Put event on the school calendar and reserve MP and kitchen – spring of year before the event, or whenever the dates for the winter theater production are decided. Friday evening from 5 – 7 pm, MP reserved from 3:00 – 9:00 pm
- Make sure to secure the use of the kitchen from the contract company. We pay their rep. \$50 (Gloria)
- Contact Billy McCabe, general manager of the Finneytown LaRosa's to see if he will again be willing to donate food items and paper products for the dinner (spaghetti, sauce, meatballs, garlic bread, plates, napkins and utensils for 400). This should be done in Dec. – first part of Jan. prior to the event. Worked through shift manager Doug last year. Best time to contact him was Monday mornings at around 10:15 am)
- If possible, find a donor for the salad mix (30 lbs.) – KAO Bistro? Joan Gordon, contact person
- Secure people to chair the various elements of the event: set-up/decorations/clean-up, kitchen/food preparation, drinks/desserts, tickets, entertainment. Bid and Buy coordinator should already be established.
- Facilitate planning sessions at FMPA meetings starting in January until the event.
- Be available on the evening of the event to help out wherever needed.
- Make sure thanks are sent out to all volunteers, donors, entertainers, etc. after the event.

Set-up/Decorations

- Determine decorating theme and purchase/make/borrow necessary items. Decorations should be interesting and fun, but thrifty so as much profit is retained as possible. Contact Veronica Bishop about borrowing from After Prom
- Decorating includes dining tables, ticket table(s) area, entrance door
- Secure volunteers for set-up and clean-up, ~ 6 for each
- Turn in set-up diagram to Board Office a week or two prior to the event (see sample) and check with facilities person (Jim Acton) to make sure expectations for clean-up are understood
- Begin set-up at 3:00 pm
- Clean-up begins as soon as entertainment is over. It usually takes about 1 ½ hours.
- Store anything that can be reused for future years
- Make sure risers and sound system get returned to proper places

Kitchen/Food

LaRosa's provides pasta, sauce, meatballs, garlic bread, plates, napkins and utensils for 400 people. KAO Bistro provided 30 lbs. of salad mix. Joan Gordon was the contact person.

Kitchen Coordinator shops for items on the Shopping List.

Kitchen volunteers:

3 pot wranglers 3:00 – 6:00

Arrive at 3:00 to start water boiling for pasta. Kay Oakes did this for us because the new stove heats more slowly than the old one. She also left the steam tables up so we didn't have to deal with them.

3 set-up 4:00 – 6:00

Start sauce and meatballs in steamer. Stock serving lines with plates, napkins, utensils, sprinkle cheese. Put pans in steam tables (4 each side) for pasta, sauce, meatballs, and bread with appropriate serving pieces. Set up salad bar – Unit plugs in; ice is not necessary for refrigeration. Use large bowl for lettuce; small quart-sized containers and small ladles for dressings. Store salad mix and dressing in unit under table. Drink table – 2 large drink dispensers used for water & lemonade. Used smaller cooler filled with ice to put in cups to have drinks ready when dinner starts at 5:00. Have an assortment of drinks ready to go so line doesn't get backed up with folks waiting for a beverage. Garlic bread doesn't take long so it can be started last.

10 serving line 5:00 – 7:00

Need 2 people to do garlic bread and make sure each line has enough pasta, sauce, etc. Holding trays can be used to put pans of sauce, etc., so they can easily be reached when needed for the line.

One person is needed for the salad bar; 3 people on each side needed to serve food. One person, in addition to the kitchen coordinator, collects trays as families are seated to eat. (We don't have enough trays to wait till people are finished eating.)

4 clean-up 6:00 – 8:00

Two people needed to start collecting trays; 2 needed in dish room, cleaning trays and pots as wranglers finish boiling pasta. As lines start slowing down, one serving side will break down their line and bring dirty dishes to be washed. Some items need to be washed by hand. Steam tables need to be emptied and sanitized; counters and other food prep areas need to be cleaned and sanitized. Turn off dishwasher.

Desserts and Drinks

- Desserts were a good number this year – approximately 35 donations. Any leftovers are given to the cast party. Two long serving tables needed, plus a narrow table against the wall (2' x 4') for cutting desserts, and a tall cart to put pre-cut desserts in the refrigerator.

- About 30 – 2 liters donated, plus jugs of water and lemonade. Leftovers that are open are given to the cast party. Bottles that are unopened are saved for the music awards. One long table is needed for drinks.
- One percolator full of coffee, cups and condiments on a small table near the wall by the drinks (optional)

Volunteers needed:

Two shifts of 3 people each to cut/serve desserts. Start cutting the desserts at 3:00 pm.

Three overlapping shifts for serving cold drinks: 5:00 – 6:00; 5:30 – 6:30; 6:00 – 7:00.

One person needed to make the coffee and set up the cups and condiments. Since this is done prior to the start of the event, this person could also serve as a hostess, greeting people and showing them where to go, encouraging them to bid on the items, etc.

Bid and Buy

There are at least four major groups of donors:

- Cincinnati Area art organizations / corporations (Symphony, Playhouse, Bengals, Reds, Zoo, CCM, Showboat...)
- Local businesses and Artist (Restaurants, Retailers, artists...)
- Individuals with talent from the community (painting, photography, music lessons, .)
- Individual donations (gift baskets, nice surplus items, ...)

*Note: Services seem to bring in more \$\$ than gift baskets

I would start recruiting the first one as early in the school year as possible to find out what additional options are - some of these groups have a pretty long lead time for requests.

The balance of the recruiting / soliciting happens after the first of the year in January and February. The project phases are;

- Recruit / Solicit - line up donors and fellow donation recruiters.
- Assemble Donations in Central Spot - We've collected donations at our home typically starting about two weeks before event.
- Prep Items for display and sale - Jenny and Mary Barkocy have done this for the past five years.... they will be happy to share ideas with you - we'll all be around next year!
- Prepare bid sheets (I've attached a bid sheet form)

- Set up a few hours before the event recruit some helpers for set up and for helping with the closing. Six tables plus coverings needed. (One suggestion was to set up tables in the middle of the room instead of against the wall.)
- Walk around and encourage bidding during the eventcoordinate announcements with MC for the evening.

We have typically closed the bidding at 6:50. We've tried a number of different approaches to make the collection step smoother - the key is having a volunteer for each of the display tables to stop the bidding at the same time and immediately circle the winning bidder on each sheet. Winning bidders can then collect their sheets - go to the cashier (make a sign for the cashier so people know where to find her) and pay and return to the table with their sheet marked "paid" to collect their item. Any unclaimed items are collected by the organizer and follow up deliveries / collections done as quickly as possible (typically there have not been many)

Pre-Sale Tickets/Ticket Table

- Order forms are put in the winter *Music Notes* newsletter and in the Thursday backpacks at elementary schools. Announcements were made in music classes as well as the MS/HS PA in the morning. Send home with cast members. Downloadable order form as well as online ordering options on FMPA website
- Choice of including a self-addressed, stamped envelope for mailing tickets, or will-call at the door. No backpack deliveries. Orders received within a week of the dinner are will-call only.
- Renee has word documents for each type of ticket. Each document has 6 tickets on them. Sandy Camden printed them out on colored card stock and she cut them as well.
- - Complimentary - 10 sheets of white card stock (60 tickets total)
 - Ages 0-3 - 5 sheets of white card stock (30 tickets total)
 - Age 4- Grade 6 /Seniors - 15 sheets of blue card stock (90 tickets total)
 - Grade 7- Adult - \$8 -55 sheets of red card stock (330 tickets total)
- Prepare Will-Call tickets: Put each family's tickets in an envelope with their name on it in alphabetical order. Also prepare a list of all the students that are to receive complimentary tickets.
- Ticket prices are grade 7 - Adults \$8, Age 4 – Gr. 6/Seniors \$5. All tickets \$1 more at the door.
- Number of tickets sold in 2013:
 - Pre-sale tickets:
 - Adults - 165
 - Age 4-6th grade - 26
 - Age 0-3 - 2 (free)
 - At the door tickets sold:
 - Adults - 67
 - Ages 4-6th grade - 10
 - 0-3 years - 0
 - Complimentary - 23

- Separate tables (2) for will-call/complimentary and purchase, with signage to facilitate traffic flow, and/or perhaps a greeter to direct people
- Two shifts would be preferable
- Criteria for who gets free tickets needs to be established. (Some suggestions were: only Whitaker students who are performing – no secondary campus performers, ask Mr. Jones to bring only the Whitaker Ensemble, not the bigger groups)
- More small bills (\$1, \$5) needed in cash box (what was starting amount?)
- Counting the tickets for sale beforehand helps determine how many were sold at the door
- People get their hand stamped before going through the food line to help dessert /drink people know who has paid

Entertainment

- See Beth Hofferber regarding risers/sound system/keyboard. Need to find someone to set this up.
- Approximately 7 “acts” needed, each 10-12 minutes in length
- Bigger/louder groups are usually better in this venue
- Check with Brenda Hartman about her availability to accompany and get her the music
- Teacher’s lunchroom is used as staging area
- An MC is needed to announce groups, entertain between musical acts, promote Bid and Buy, thank LaRosa’s, other donors