

**DRAFT**

## **Performing Arts Parents Association**

Minutes of Membership Monthly Meeting

Meeting Date: Monday, Aug. 19, 2019

Called to Order: 7:05 pm

Attendees: approx.14

Conducted By: Stacey Taylor, President

Minutes: Kristine Grim, Secretary

### **Today's Agenda**

- ▶ Annual Goals
- ▶ Budget
- ▶ Capital Campaigns/Sponsorships
- ▶ Back to School Night
- ▶ Rummage Sale
- ▶ Communication Reminders
- ▶ Looking Ahead & Special Needs
- ▶ Director and Team Lead Updates



## ANNUAL GOALS

### Annual Goals

To be approved by membership

#### Long-Term Objectives

- ▶ Inspire and grow the strong body of PAPA members and volunteers
- ▶ Nurture the strengthening partnership between music and ACTS/Theater parents
- ▶ Every program/activity is self-funded
- ▶ Establish an on-going carry-over budget to enable programs to grow

#### Principles

- ▶ Centrally share and store knowledge, guidelines, and tools
- ▶ Act as a team, welcome new people
- ▶ Track actions, hold each other accountable, offer support
- ▶ Think and act “performing arts”, not just band

#### 2019-2020 Goals:

- ▶ Grow Theater for the Future from \$8,435 to over \$12,000
- ▶ Earn \$13,000 for Rummage Sale, \$18,000 for Crab Feed, \$12,000 for Mattress Fundraiser
- ▶ Launch a PAPA Corporate Sponsor Campaign
- ▶ End year with a description of all jobs, a guide for all jobs and events, and a transition plan to hand off to new volunteers

Presented to board to be approved by the membership at the September meeting.

2019-2020: Grow Theater for the Future from 8,435 to over 12,000  
Earn \$13,000 fo Rummage Sale  
Launch a PAPA Corp. Sponsor Campaign  
End year w/a description of all jobs, a guide for jobs & events and a transition plan to hand off to new volunteers.

Discussion:

-Jonathon shared that “Theater for the Future” is for all Performing Arts, maybe rebranding as “PAC for the Future?”

-Send a renaming question to ACTS and get a reply before the Sept. meeting.

?-Corporate. Sponsor Campaign: is it a team? What is required?

PAPA needs to develop a framework.

Sandra Long will lead this.

Stacy is willing to help with this as her focus this year.

## ANNUAL BUDGET

### Annual Budget

Principles: unrestricted funds go towards supporting unexpected spikes in costs; PAPA always holds back \$40,000 in reserve to ensure positive cashflow at all times

Program	Income	Expenses	Net Income
Theater Arts	\$152,057	152,143	(\$86)
Instrumental Music	\$39,457	\$23,750	\$15,707
Marching Band	\$141,600	\$137,496	\$4,104
Winter Percussion	\$177,040	175,864	\$1,176
Winter Guard	\$46,492	\$34,350	\$12,142

▶ Fundraisers (NET income) = \$61,250\*

- ▶ Escrip = \$1,000
- ▶ Rummage Sale = \$13,000
- ▶ Mattress Sale = \$12,000
- ▶ See's Candy = \$1,500
- ▶ Crab Feed = \$18,000
- ▶ Stampede = \$2,800
- ▶ Graduation = \$950
- ▶ First Aid Kits = \$1,000
- ▶ PAPA Merchandise = \$1,000
- ▶ Corporate Sponsor = \$10,000

#### \$63,200 unrestricted funds proposed allocation:

- Theater: \$13,500 for staff increase costs and Thespian scholarships
- Marching Band: \$7,000 to help offset travel costs to Clovis CA
- Instrumental Music: \$5,000 to support future instrument purchases
- Winter Percussion: \$10,000 to support travel to Dayton, OH
- Winter Guard: \$7,500 to support travel costs to LA, CA
- PAPA Operations: \$17,500 (maintenance, scholarships, BHF, PayPal processing, scholarship)

#### Principles:

- unrestricted funds toward unexpected spikes in costs; ie: Tech salaries and travel.
- PAPA always holds back \$40,000 in reserve to ensure positive cashflow at all times,
- restricted funds are kept for their specific accounts

#### Allocation of \$63,200 unrestricted funds:

- Theater: \$13,500 float for staff increase and Thespian scholarships
- MB: \$7,000 to offset travel to Clovis
- Instrumental Music: \$5,000 to support future instrument purposes (repairs/purchases) as a cost of doing business instead of billing the program during which it broke.
- WP: \$10,000 to support travel to Dayton, OH this year.
- WG: \$7,500 to support travel costs to Los Angeles, CA.
- PAPA Operations: \$17,500 (maintenance, scholarships, BHF, PayPal Fees)

#### Discussion of WP deficit: creative fundraising necessary.

- How do Homestead & James Logan get there every year?
- No. Cal combined fundraiser? Hosting a WGI regional event.
- The Kay family suggested package advertising: combined advertising in all the programs, ie: Sports/Performing Arts/Cheer. Sandra Long will look into this idea.

Chris Kay moves, Alyssa seconded to accept the budget as proposed.

## CAPITAL CAMPAIGNS / SPONSORSHIPS

# Capital Campaigns/Sponsorships

## Extending our fundraising

### ▶ Theater for the Future Campaign

- ▶ Benefits the PAC
- ▶ Spread the Word
- ▶ Distribution of funds made by request and approved by Board

< \$250	\$250 - <\$450	\$450 - < \$750	\$750 +
Recognition for a year in the theater lobby	All that PLUS ... Recognition on a permanent theater lobby wall display	All that PLUS ... Prominent recognition on a permanent theater lobby wall display	All that PLUS ... A permanent plaque on the arm of a theater seat Permanent theater lobby wall display

### ▶ Corporate Sponsorships

- ▶ Cash sponsors willing to support performing arts at \$1,000+
- ▶ Corporations that can donate materials (equipment, storage, instruments, electronics)
- ▶ More details to come on how to recruit (letter templates, tiers, etc)

Establishing a Corporate Sponsorship program is a HIGH priority for the success of the program as we continue to be successful at higher levels of competition.

- Need a team to write Grants/Requests and reach out to music focused corporations.
- Need to establish relationships for in-kind support of instruments, repair, etc.

## Back to School Night - August 29th

- ▶ Creating a welcome atmosphere
  - ▶ Music ensembles and student greeters through
  - ▶ Booster Booths during “welcome hour” 5-6PM
  
- ▶ Where PAPA parents can help (sign up on iVolunteer)
  - ▶ Deliver PAPA spiel in the classroom
  - ▶ Set up/Man/Clean up PAPA booth
  - ▶ Facilitate student performances

Questions: contact Stacey Taylor at [papa\\_president@leighpapa.org](mailto:papa_president@leighpapa.org)

### **BACK TO SCHOOL NIGHT 8/29/19**

- Kara wants participation from Performing Arts and PAPA again.
- Tables of swag and signage to show parents all the opportunities.
- PAPA parents wear PAPA gear even if you are not volunteering that night.
- There will be refreshments, a ribbon-cutting for the new building, tours the first hour.

### **PAPA Parents can help! (signup on iVolunteer)**

- Deliver PAPA spiel in the classroom & hand out envelopes.  
Teachers CANNOT ask for money.
- Set up/Man/Clean up PAPA booth
- Facilitate student performances, check w/Alex for needs.
- PAPA parents wear your gear!

# Rummage Sale

- ▶ Important Dates:
  - ▶ 9/6: 4pm to 8pm (donate)
  - ▶ 9/6: 5pm to 11pm (sort)
  - ▶ 9/7: 7am to 1pm (shop/clean)

- ▶ Volunteer
  - ▶ We need 100's of volunteers!!!!!!
  - ▶ We need tables
  - ▶ We need trailer towers
  - ▶ Sign up on ivolunteer today

Questions: contact Susie Woodford  
@[papa\\_rummagesale@leighpapa.org](mailto:papa_rummagesale@leighpapa.org)



- ▶ Spread the Word
  - ▶ Join advertising team
  - ▶ Tell friends
  - ▶ Share on Next Door
- ▶ Join the planning team
  - ▶ Meet in Theater room at 7pm on August 21<sup>st</sup> and 28<sup>th</sup>

## **RUMMAGE SALE – Susie Woodford**

Sign up on iVolunteer!

9/6: 4-8 pm (donate)

9/6: 5-11 pm (sort)

9/7: 7am -1 pm (shop/clean)

Volunteer:

-100's of volunteers needed!! You do NOT need to be a Leigh family or have a Performing Arts kid to help. Grab your friends and neighbors!

-MB sectional cancelled that Friday!

-Pizza will be served Friday night so volunteer and get dinner!

NEEDS: tables, trailer towers, volunteers!!

Spread the Word:

Join advertising team

Tell friends

Share on Nextdoor

Join the Planning Team: Meets 8/21 & 8/28 @ 7PM in the Theater Room.

## NEWSLETTER / FACEBOOK CONTENT

# Newsletter/Facebook Content

We need support from the event/activity leads in creating content

- ▶ Newsletter
  - ▶ [Communication Calendar](#) is posted to Google Docs (active link)
  - ▶ Provide [Papa\\_communications@leighpapa.org](mailto:papa_communications@leighpapa.org) draft copy and images 3 to 5 days before newsletter date
    - ▶ Use [shared document](#) (active link)
  
- ▶ Social Media
  - ▶ Posts for PAPA accounts should be sent to [papa\\_president@leighpapa.org](mailto:papa_president@leighpapa.org) (until we have a person managing this)
  - ▶ Posts for Marching Arts accounts should be sent to [adrianliu@gmail.com](mailto:adrianliu@gmail.com)
  
- ▶ Kara's Weekly Bulletin
  - ▶ Send [papa\\_communications2@leighpapa.org](mailto:papa_communications2@leighpapa.org) copy (nicely formatted) by Tuesday 6pm each week

Activity Leads: Communication needs support from the event/activity leads in **creating content!**

For PAPA Newsletter info:

- the Communication Calendar is posted to Google Docs (link?)
- provide [papa\\_communications@leighpapa.org](mailto:papa_communications@leighpapa.org) draft copy and images 3-5 days BEFORE newsletter date
- Use shared document (link?)

For Social Media: We NEED a social media liaison to manage all platforms except Marching Arts. Send copy to [papa\\_president@leighpapa.org](mailto:papa_president@leighpapa.org)

- Jamie Tanner volunteered to take on this role

For Kara's Weekly Bulletin: Send [papa\\_communications2@leighpapa.org](mailto:papa_communications2@leighpapa.org)

**Process for PAPA Calendar Updates:** per Rita Jaworski.

## PAPA Calendar Updates

We need support from the event/activity leads in creating content

- ▶ Process for calendar ADD/CHANGE requests
  - ▶ Each liaison will enter their calendar request into a google sheet ([change color of text](#))
    - ▶ [https://docs.google.com/spreadsheets/d/1kCGuLEVpYd780hNEogb8fHHmDFJ4xYWPOm-pZwayF8/edit?usp=sharing\\_eil&ts=5b6b72e3](https://docs.google.com/spreadsheets/d/1kCGuLEVpYd780hNEogb8fHHmDFJ4xYWPOm-pZwayF8/edit?usp=sharing_eil&ts=5b6b72e3)
  - ▶ Rita Jaworski will update the PAPA Calendar
  - ▶ PAPA Communications (Sonya Neal) will update the Ensemble Schedule on Website
  - ▶ Progress can be tracked on spreadsheet at anytime

NOTE: Once the entry has been made on the spreadsheet an email will be automatically sent to Rita and Sonya.

## Special Needs

- ▶ Rummage Sale shadow
- ▶ Manage PAPA Facebook posts
- ▶ Choir Liaison
- ▶ Manager of our Amazon/eScrip account
- ▶ Shadow auditor

### SPECIAL NEEDS

~~Manage PAPA FB posts~~ (Jamie Tanner, THANKS for volunteering!)

**Choir Liaison:** ASK at Choir class meeting! Minimal time commitment.

~~Manager of our Amazon/eScrip account~~ (Todd Mendenhall, THANKS for volunteering!)

A shadow Auditor for Joe Mayer, should NOT be a board member.



## Looking Ahead

- ▶ August 29<sup>th</sup>: Back to School Night
- ▶ September 6<sup>th</sup> - 14<sup>th</sup>: Summer Musical - Freaky Friday
- ▶ September 7<sup>th</sup>: Rummage Sale
- ▶ September 9<sup>th</sup>: Big PAPA parent meeting
- ▶ October 5<sup>th</sup>: Fiesta Del Mar (for MB)
- ▶ October 19<sup>th</sup>: Dublin Irish Festival (for MB)
- ▶ October 20<sup>th</sup>: Mattress Fundraiser
- ▶ October 25<sup>th</sup> - 31<sup>st</sup>: Haunted House

### **LOOKING AHEAD**

Dates of upcoming events

Correction for Festa Del Mar: it is on **October 6th, Saturday**.

Next Meeting: September 9, 2019 in the PAC. Mattress Fundraiser Kickoff Night as well.

Bring your friends to get 150 people to earn \$500.00 which should help us make \$20,000.

Last year he gave us \$250 for being JUST shy.

NO Field Hockey Tournament on 9/7/19 per Jake Shaughnessy.

Meeting adjourned @8:05pm