

FOM Board Meeting Notes
Tuesday, November 15th
Starbucks
8:30AM-10:00AM

Board Members in attendance: Ursula, Pam, Michelle, Stacey, Erika, Julie

Non Board Members in attendance: Deni Mayer, Melissa Seiler, Millie Mast, Reatha Kay, Mark Sassower (LSC), Natalie Patterson, Ally Domercant, Ryan Spearling, Danielle Drayton (resident principal)

8:30am Welcome, Mingle & Introductions

8:45am Thanks & Appreciation

Pam Lookatch

- Thanks to **Erin Kerewich** who led our amazing group of volunteers to plan, decorate and run the Bulldog Ball.
- A huge Thank You to **Laura Dauley** for her enormous contribution to the look and feel of Friends of Mayer this year.
- Much appreciation to **those parents who volunteered at Picture Day!**

8:50am FOM Overview

Pam Lookatch

- Broken into two sides - Fundraising & Community
 - Fundraising:
 - Pledge Drive
 - Benefit
 - Walkathon
 - Sponsorship
 - Community:
 - Beyond the Classroom - dances, mom's nights out, Fall Fest
 - Bulldog Heroes – community service/volunteer projects
 - Volunteer coordination for all school events
 - Room Parents – manage communication which is room/grade level specific
 - Officers:
 - Treasurer/Assistant Treasurer
 - Secretary
 - Communications

9:00am

Board Elections

Pam Lookatch

- Slate of additions to the 2016-2017 Board of Directors to be voted on by the current Board:
 - Reatha Kay (to help with Walkathon)
 - Millie Mast (sponsors)
 - Melissa Seiler (community)
- Stacey motioned to vote, Erika seconded the vote, remaining board members voted unanimously
- Welcome to the FOM Board!

9:05am **Financial Updates**

Pam Lookatch

- Review of YTD Budget
- FOM BOARD VOTE – Need to approve \$100 increase to raise the budgeted amount allotted for our Annual Tax Filing from \$3100 to \$3200.
- Stacey motioned to vote, Michelle seconded, remaining board members vote unanimously

9:15am **2016 Pledge Drive Update**
Lookatch

Erika Vogel/Pam

- ***What we've raised so far?***
 - Raised **\$325,887** as of Thurs 11/10; Goal **\$400,000**
 - Currently at **37%** participation

Pledge Drive Totals as of 11.14.16	
	Percent Participation
EC	61%
ELI	36%
ELII	25%
MYP	16%
Total	37%
Total \$ Received	207,450.50
Total \$ Pledged	118,436.25
Total \$	325,886.75

- ***How it compares to last year?***
 - Last year on Dec 5th (after official end of Pledge Drive) we were at **\$349,420 and 48%** participation
 - 2015 Pledge Drive year-end total = **\$377,815**
 - In 2015 ended year at **51%** participation

- Had same \$46k bump both years following parent letters going out that express “why I give?”
- **What this week looks like?**
 - Week 5 – Last Push
 - Principal Letter – Wed email blast
 - **NEW** – Raffle to push participation during 5-week pledge period; Prizes – \$250 Whirly Ball GC + smaller GC/prizes
- **How we reach our goal?**
 - Pledge Drive continues all year – can pledge or donate at any time
 - Monthly updates in Bulldog Blast
 - Pledge Drive request to new families who enter Mayer post-Pledge Drive period
 - Donor follow up by Treasurer team for those who pledge & commit to paying later
- **Pledge Drive Feedback/Suggestions**
 - Open conversation about why Participation is so low
 - Millie proposed a Gratitude campaign to tie into Thanksgiving
 - Instead of focusing on the \$ amount raised to date, it was mentioned to focus on \$ to get to goal
 - Emphasize on raffle as incentive
 - Stacey mentioned getting FOM a cc with airline miles so we can use the miles as an incentive in the future
 - Push end of tax season
 - Push to give by Friday

8:35am Event Planning Updates

- **Mom’s Night Out** Ursula Guyer/Julie Zwick
 - Thursday, November 17 (7:00-9:00pm)
 - Treasure Island Cooking Demo & Tasting
 - Cost: \$40/person includes appetizers, light dinner & 2 glasses of wine/port
 - 5 spots available – reserve yours today!
- **2017 Benefit/Sponsorship Solicitation** Millie Mast
 - Plan to send out donor/sponsor solicitation letters to businesses right after Thanksgiving
 - Millie is creating 4 sponsorship levels with a push to get sponsors to donate \$ vs in kind and to get sponsors closer to the \$750 mark vs \$500

- **Get Involved** - need team of volunteers to coordinate soliciting donations/following up with new businesses/past donors beginning in January

- **Barnes & Noble Book Fair**

Michelle Augustyn

- Sunday, December 11 (10:00am-6:00pm)
- Purpose –
 - A fun, community event for the whole family – do your holiday shopping while raising money for Mayer!
 - To support our teachers & classroom libraries by purchasing books on the teacher’s wish lists.
 - To raise money for Mayer –
 - B&N gives back a % of all sales to Mayer families that day as well as online sales over a specific period.
 - Money raised is given to Mayer in the form of a B&N gift card used to buy remaining books that are not purchased at Book Fair & by Ms. Weise to fill the shelves of the Mayer library.
- Activities/Events going on throughout the day at B&N:
 - ELII Holiday performance
 - Art projects
 - Story time
- Partnering with **Potbelly’s** who will give 25% of all lunch sales back to Mayer; stop in for lunch between 11:00am-2:00pm on Dec 11 on your way to/from the Book Fair.
- **Get Involved** – need parents to volunteer on-site throughout the day as activities & book sales take place

- **Possible Holiday Shopping Night**

Pam Lookatch

- Cuyana Pop Up Shop on Armitage – gifts, clothing & accessories
- Alma Arabelovic (Mayer parent) is hosting a wine/shopping party at store on Thurs, Dec 1st
- Cuyana is offering to give a portion of proceeds back to Mayer from the evening’s sales
- FOM would only need to promote event in return for \$ back to the school
- Thoughts???
- It was discussed that we should perhaps charge for the email. There are concerns about consistency of the msg and if it makes sense to be part of the Bulldog Blast

- ***Other Event Related Volunteer Opportunities*** Pam Lookatch
 - **Get Involved** – Need parents to oversee/coordinate Bulldog Heroes community volunteer/service projects

9:55am

Adjourn

Pam Lookatch

Mark Your Calendar: Upcoming FOM Events!

- Mom's Night Out – Thursday November 17 (7:00-9:00am) Treasure Island
- Barnes & Noble Book Fair – Sunday December 11 (10:00am-6:00pm)
- FOM Meeting – Wednesday December 14 (6:30-8:00pm) Mayer Library