

## Waters Today Board Open Meeting Minutes

June 10, 2019

Mission Statement: WatersToday was created for the purpose of raising and administering money to support Waters Elementary School. Working collaboratively and respectfully with the Thomas J. Waters Elementary administration, faculty and Waters community, WatersToday strives to continually support, augment, and enhance the educational experience of Waters Elementary students. Our primary focus is to support the Waters Ecology program and strategic school initiatives.

### Secretary – Carolyn Byerly Dean

- May minutes approved
- Carolyn will update Board Member Directory
- Carolyn will send Calendar send invites for July 8 meeting

### Volunteer Co-Chairs – Vanessa Summer and Hope Nichols

- Field Day, June 14<sup>th</sup> – idea for 7/8 graders to run Field Day along with Mr. Kurz
- Volunteer Breakfast, after drop off June 14<sup>th</sup>, 8:15am, Square Pegs Bakery will donate baked goods
- Kindergarten Graduation June 20 – 3 parents will be volunteering to scoop ice cream 8:45-10am, anyone is welcome
- Recap Northside Collaborative Friends meeting (4 schools present)
  - Best Practices for school fundraising organizations
  - Tendency toward 3 main fundraisers per year, the rest community related
  - Set year-round calendar (Walkathon happens X week of the X month every year)
  - Bell – whole school gets a tshirt for walkathon in the Fall, teachers and staff wear costumes
  - Coonley- Boosterthon 45-90,000 in the Fall
  - Some schools identify where the money will go
  - Some schools every classroom has a room parent that sends reminders
  - Welcome email to new families
  - Looking to extend our reach to get volunteers for Waters
  - Most schools have their events on nearly the same day every year.
  - Any donation- car magnet
  - Pep rally video during lunch
  - Committees needed for big fundraising events at Waters
  - Maybe teachers could name helpful parents that could help with events
  - Help staff understand how WT can help get volunteers, have each teacher send what their needs are in advance if possible
  - Would like a way for parents to give their email addresses to room parents or WT for communication
  - Have a spreadsheet for parents to fill in their information voluntarily – opt-in
  - It's up to a teacher if they want a room parent
  - WT parent in each room for disseminating information
  - Maybe WT could put information in teacher's emails or newsletters
- Teachers don't yet have access to all emails for parents, maybe with Aspen
- End of year email to Ms. Kipp: Ask teachers, name 5 helpful parents, Volunteer outreach
- Streamline events to the most successful next year, Hope will work on the calendar to confirm dates for next year
- LBN has grown from what how it started.
  - Maybe it could be in the Fall or paired with the Walkathon
  - The feedback was good for including older kids, music

### Communications/Marketing Co-Chairs – Kortney Moore and Jennifer Davidson

- Recap LBN - stickers on folders, social media, wildcat, logo redesigned, dedicated email
- WalkATHon – banner, logo redesigned, mascot appearances in classroom, Facebook posts leading up to Walk, dedicated email. For next year, possible match program for encouraging people to donate. There was a match this year and it seemed to help (asked for \$10 donations for that and there were a bunch of \$10 donations).
- For next year, possible LBN celebration of the walk (after school), maybe have the Walk on Friday . Possible May 20<sup>th</sup> for walkathon next year
- This spring we had 12 events in 9 weeks
- No Green Notes over the summer, next Green Notes Aug. 22
- Next year would like to send Green Notes on Thursday mornings with deadline of Sunday night for submissions
- 2019/2020 WT fundraising events/campaigns calendar (WITH Volunteer Team)
- EOY Green Notes and Summer GN

### Fundraising Co-Chairs – Leah Rieger and Jessica Kaune

- Recap Walk - \$22,000
- Possibly have the money due a little earlier next year so they can order the prizes
- Walkathon May 20<sup>th</sup> next year? Ms. Kipp said there is no testing on Mondays or Fridays
- Laura Ellsworth rolling on as Walkathon chair
- Walkathon ideas for next year
  - Student ambassadors, staff liason
  - Pep rally during school (Wildcat walked into the classroom)
- Wildcat naming during pledge drive
- Guest Speaker - Jesse Brannan Pledge Drive Update
- The separation of Big Night from Walkathon felt better this year
- Pledge Drive committee
  - Kendra Scott event? 10 ppl minimum and contract (closer to the holidays?). They offered 11-1 on a Saturday
  - End of pledge drive night at Gideon Welles
  - Proposed events was handed out, give feedback
  - Pamphlet in the office for new Kinder parents including playdate dates
  - Have a dollar amount goal and a stretch goal
  - Goal for # of Donors in addition to dollar amount would be good, Paul R can help with numbers

### Treasurer – Rick Bolliger and Paul Reschke

- Monthly Summary, general update and remaining fundraising to meet goals
- Strategize to how close we are to our annual goal – people can still donate online for the next month
- \$147,00 approved for LSC/Waters School

### Presidential Team – Sara Byerly and Jessie Novak

- Business Sponsor Committee meeting June 13
- Elections Results – 2 year term
  - President – Jessie Novak
  - Vice President – Kortney Moore
  - Co-Volunteer Chair – Maripa Davison

- Co-Fundraising Chair – Jamie Murphy
- Treasurer - Sam Kaune
- Co-Communications – still open, description available, if you know anyone interested let us know
- WT needs to be a vendor in order to have the Compost Cohort contract
- Additional insurance is required in order to be a vendor
- If Pete Leki becomes a Vendor he could run Compost Cohorts
- We do not currently have the additional insurance to be a vendor for Compost Cohorts

#### Public Questions/Comments

- 8<sup>th</sup> grade Fundraising – Elvia & Hope
- With the goal of all students go:
- IDd a goal with Mr. Roman and Ms. Alvarez - \$30,000
- Want to jumpstart in the summer with fundraisers
- Can it be kept with WT?
- All the money is due by the end of January
- Have a table at the Craft Fair for the final push
- Approx \$1,000 per student?
- Depends on final number of students enrolled
- Chocolate sales & 2 dances were the fundraisers this year. Some income was shared across students
- LSC meeting tomorrow, Fundraising approval for summer fundraisers?
- Sliding scale? Scholarship?
- Ms. Kipp – Thank you to everyone for your time and energy and ideas, we would be where we are without all of you!

In attendance: Jen Davidson, Kortney Moore, Leah Rieger, Hope Nichols, Jessica Kaune, Jaime Murphy, Brian Murphy, Vanessa King, Emile Jorgensen, Jesse Brannan, Brigid Gallagher, Melanie Holdges, Maripa Abella Davison, Paul Reschke, Lydia Milman Schmidt, Sam Kaune, Rick Bolliger, Julie Peterson, Pete Leki, Vanessa Summer, Sara Byerly, Titia Kipp, Elvia Heneghan, Alison McDonald Ryan, Carolyn Byerly-Dean