

Mercer Island Schools Choir Boosters

Meeting Minutes

September 28, 2023

Chair: Tom Henderson

Attendees: Annalise Rockow, Brooke Conway (zoom), Shari Matheson, Angela Hoefer (zoom), Angela Garinger (zoom)

Location: MIHS Room 503

Meeting summary:

We began the September meeting by debriefing on the recent Choir a la mode event. The event was a bit shorter this year as the high school performance led to an unanticipated wind down. We discussed that this worked well and will plan to do a high school performance again next year. A couple additional things we'll plan to add next year – an official booster table (thanks to Angela Garinger for the suggestion) to give new parents a clearer place to go and ask questions/talk about getting involved including with the fall fundraiser. Also, we'll look to add outdoor music next year. Finally, we may not need as much ice cream as we had this year!

Next, we jumped into the fall fundraiser, which kicked off at choir a la mode, so we could begin to discuss budget implications. So far we've received **\$3,475 in donations from 22 families across all 3 cohorts (5th, IMS, MIHS).** This included 5 checks to the PO Box. This is a good start but we ideally would like to raise additional funds to meet our support goals. We discussed closing the official fall fundraiser out after the fall concert – we'll plan to promote it at the event and remind families one final time in the newsletter following the concert. Brooke will work on thank you notes for donors, like last year.

We discussed planning the next newsletter to come out after the fall concert. The September newsletter went out to 63 people with a 72% open rate. Some content ideas included: reminding people to donate to the fall fundraiser; promoting corp sponsorship for choir boosters (more below); giving updates from homecoming, the high school retreat, the fall performance, 5th grade lessons starting, clinician info. We'll also share upcoming activities including the future IMS field trip, winter concert and tree lighting. We discussed getting into a more formal cadence for the newsletter – for now we'll work on doing them bi-monthly but will look to moving to monthly in the future when we feel we have enough useful content. After the late Oct/early Nov newsletter, we'll plan for January (we can share info on honors choirs), March and June. We'll also plan for a newsletter BEFORE a la mode next year to both promote the event and start promoting the fall fundraiser.

We discussed additional fundraising including dine-out and corporate sponsorship.

Angela will follow up with Sahara to lock the date for our first dine out – after the meeting she confirmed it for Oct 19. People can order for pick up or delivery and if they say they are supporting choir

we will receive 20% of sales. We are allowed to hand out flyers and kids are also allowed to promote the event outside the restaurant. We discussed seeing if the school PTAs could promote the fundraiser.

We also discussed corporate sponsorship options to support boosters, following up on the discussion last month. We decided that we'll just offer one tier of sponsorship this round to help simplify things and see how it works. We landed on a \$250 sponsorship and that it would include promotion on our website and on programs at choir events. To promote the sponsorship option we decided to include info in the next newsletter (from Tom's experience many corp sponsors relate to businesses of parents) and additionally we'll look to reach out to about 10 local businesses directly. We understand Pagliacci doesn't do cash sponsorships, but we discussed asking if they could do in-kind donations of pizza. We discussed longer term (next year) adding family thank yous for donations to our site or flyers.

Fall concert/performance

We discussed some updated support for the fall concert. The boosters will print programs for the Oct performance so we can include a link to donations and maybe corp sponsors. We'll also set up a table outside the doors to hand out the flyers and give us a more official place to answer questions and have info on donations and corp sponsors. Angela and Angela will manage the table (will have sign and tablecloth). Annalise will start the flyer in canva and boosters will print.

Long range planning

We discussed the draft letter supporting the prioritization of the PAC in long range planning. All of us were comfortable signing it with some suggested edits, which we'll sort through outside of the meeting. Tom is on point to loop back with Drama boosters on this.

Misc

- We're still looking for a car for homecoming.
- Retreat support - Brooke/Shari are working on this and will follow up with Annalise separately.
- Raffle drawing - families that donated to the fall fundraisers by 9/25 were put in a drawing for priority parking for the events. Annalise to draw names.
- We discussed further coaching support for Taylor - boosters can support about \$300 over two months as needed (up to \$150/mo).

Our next meeting will be on October 16 at 5pm at MIHS room 503.

Minutes Submitted by: Brooke Conway