

Happy Valley School Parent Club Meeting

10/19/2022 6:30-7:30pm

Participants: Kirin, Lindsay, Michelle, Janette, Martita, Carly, Laura, Tricia, Katy, Sarah, Marie, Carly, Alyssa, Alison

Minutes Recorded by: Janette Walker

1. Introduction

2. Principal's Update and Measure K - Michelle

Michelle received a call from the superintendent at Santa Cruz city schools is asking the Parent Club to send something out to families about measure K. Five percent of the money will go to workforce housing for teachers. They lost 25% of their teachers in the last 4 four years because of a lack of affordable housing. Most of the money is going to the modernization of the school. She wants the PC to send out the facts, and the PC can choose to endorse it if they want.

Will PC endorse? If not, please just send out the facts.

Thank you for an amazing gala. It was a great event. We have a lot of fun things planned for Halloween. Thanks to Student Council, stay tuned.

3. Financial Update - Martita

Martita met with Michelle and they set the fundraising goal for next year as \$85K total. This includes \$45k for art and music, \$6k for library, \$14.5k for garden, \$19,5k for the endowment fund. T

Martita doesn't have final numbers for the Redwoods Gala yet but she estimates that after expenses, we raised about \$25k. That would leave us with \$60k more to raise for funding programs next year.

Martita shared a slide presentation

Martita will update the slides each month so we can watch what's happening each month with a standard template. She is open to other suggestions about numbers that people want to see. Martita is trying to present information in the most useful way possible.

Our main fundraising sources are the Redwoods Gala, Commitment sheets, and the Read-a-thon. We also make smaller amounts of money from miscellaneous donations, merchandise and Open House.

Estimates of what we should make per event:

Redwoods Gala \$25k

Commitment Sheets \$40k'

Read-a-thon \$20k.

As of the end of last month, we were at \$153k cash in bank. Martita would like to block out \$100k as a reserve not to touch. That would mean we have about \$50k of working cash. This is an accumulation of all prior years of parent clubs.

Projects on the table PC is considering:

- **Outdoor deck project**
- **Pat Conway's mural project.**

We need to decide if we are going to be able to fund these this year or put off for another year.

Commitment Sheets

Martita would like to see these go out at the beginning of November. Michelle asks how they can help? Martita is willing to work together to make it happen. How do we want to present it to parents? A dollar amount per kid or a suggested amount per family? Typically, maybe 30-40 families contribute through commitment sheets. Some give all and some give only partial of what is asked. There is a balance of how we ask and how we phrase it.

Question: Do you like how it was done last year? Was everyone comfortable with that?

Answer: It should be simplified. Lindsay will help Martita revise the wording.

Question: Could the commitment sheet be separate from the volunteer sheet? They could go in the Thursday folders together?

Answer: Yes, they will make 2 separate forms.

Suggestions to consider during revision:

- Some people thought they shouldn't give anything if they couldn't give the maximum amount that was asked for. We will ask for what we need and explain that any amount is helpful. We also need to make it clearer that although we are asking now, we could still use it if they can only pay by the years end.
- We want to make sure to maximize the benefit from parents whose employers participate in matching donations.
- On the sheet we say "if you're able to contribute money, great, but time is great too." Maybe we haven't done a great job of pulling in those people who were interested in giving time. We should follow-up more with those people. Not having parents at school talking to one another during drop-off and pickup has reduced the natural face time allows for easy connection and follow up with parents.
- We need to be clearer on where the money they donate is going. The message isn't as strong as it should be that other schools have lost art and music programs, but ours hasn't because of the donations made by parents to the PC.
- Talk to parents more about how important things like garden are.
- Add a Volunteer Coordinator position to HVPC

4. Redwoods Gala Update

Everyone who worked on the Gala will put together checklists of what they did to make planning for next year easier.

Regarding thank you cards, the database needs to be updated. Morgan is going to connect with Marie about updating the database.

Lindsay will be working on nice hand written thank you cards for major supporters.

We need to decide who is getting a special thank you and who is getting one through the mail. Lindsay doesn't know what the protocol is but she wants to make sure anyone who donated anything receives some kind of thank you.

Carly has already sent out thank you cards to the people she solicited donations from. They were cards she had left over from the previous school year. **Tricia will be ordering 100 thank you cards that students will color the fronts of to be used throughout the year.**

It is estimated that we made \$25k on the Redwoods Gala, but the financials are not yet complete.

Everyone received some really great feedback about how the event went. It was reportedly smart and efficiently organized and people really enjoyed themselves. Parents who have attended previous Redwoods Events shared that this year it was really nice not to have their fellow parents take on the role of servers for the night. Also, the MC (Cliff Hodges) was really great.

A discussion was held about whether doing the Redwoods event at the same time as the Drive for Schools creates competition. It was suggested that we could do the Redwoods event at a different time, but any earlier and the preparation would need to happen during summer. Any later in the school year, we already have large events planned.

5. Running Club - Katy & Carly

Running Club has been a huge success so far. Thank you to PC for helping to fund it! They had so many students sign up that they added a third session so everyone who is interested will have a chance to participate this year.

On Sunday, November 6th 3-5pm, the HV Running Club is hosting a Family Fun Day at Soquel High School. The event is sponsored by Fleet Feet and four different shoe companies. This is a completely free event for families. You can register online for running and obstacle courses. The running club will send an email to families through constant contact, and provide information to Donna so that she may include it in the Happy Valley Newsletter. The event already has 75 people

signed up. They will also be collecting lightly used kids' athletic shoes. They will sift through them and give them to run clubs at other schools if our run club can't use them. HVRC will let students shop for a "new" pair of shoes privately. A flyer for the event went home in the Thursday folders 2 weeks ago, and they are hoping to send out one more before the event.

6. Happy Valley Elementary T-shirt contest

The Student Council has chosen Charlie Keenan as the winner of the T-shirt design contest. Kirin and Lindsay will give the design to Laura to have it printed. There were 40 kids who submitted designs. Student Council voted on the top one. The winner is a 3-color design. Black, orange and white. We can change colors and add things if we need to.

Question: What should the turnaround time be?

Answer: They should be ready before Christmas break.

We will send out order forms and then print only what has been ordered to avoid having too much inventory.

We should use the last PC meeting of the year to organize what will go in the first week school folders (commitment sheets, volunteer signup, merchandise order form etc.)

7. T-shirts/Water Bottle sales?

Water bottles? Yes. We don't know yet what the options are. Should we just purchase generic water bottles and then stickers separately? Kirin and Lindsay will look into it.

8. Other/Follow up from last meeting

Next meeting, we will confirm the dates for the Read-a-thon, Teacher Appreciation and other events.

Meeting adjourned.