

Happy Valley School Parent Club Meeting

1/19/21 6:30-7:30pm

Participants: Kirin, Janette, Michelle, Jessica Shugart, Lisa Adams, Martita, Alyssa, Josh Martin, Sarah DeMaeyer, Laura, Katy, Heather

1. Introduction and Approval of December Meeting Minutes

Minutes approved

2. Read-A-Thon – Updates

Tricia & Jess met with Lisa Adams, who has been leading the tech work with the Read-A-Thon. Lisa came to provide some background information.

Lisa says she has been doing this for a long time and more recently has moved to a new software that does not take as large of a cut of the profits. This fundraiser is now making much more money. The new software will also import data from the past so families don't have to reenter information if they participated in the previous year. It also provides a good money management and donation website. Where each family has their own donation page. It allows you to enter all email and text addresses of people you know and sends out requests all at once. It will bring up your donations from year to year. From the parent's side, all you do is upload a photo and write a message. The software keeps track of classroom and individual donations. A leader board is automatically generated. They are really happy with the software as it is pretty seamless from the user side. It also incorporates a reading log and allows kids to keep track of minutes. Kids are doing the data entry themselves. Lisa might have to chase down some of the information to make sure it is correct and kids are recording accurately.

Last year they did a separate google classroom for reading related activities. We have that as an option again this year. Tricia, Jess and Lisa have ideas for several virtual or in-person activities to hype things up and get kids excited about reading.

Question: Can students count silent reading minutes at school?

Answer: Yes.

Discussion about Library

Michelle would like to update the library for the kids and suggests the Read-A-Thon profits be tied to doing a remodel of our library. Right now, the library is open limited times and she

would like it to be more open and accessible. Changes could include moving it to another location on campus, buying new shelving and furniture, as well as adding some fun items such as stuffies that go with stories. We also need \$2-3k in new books.

To help motivate readers, we could say “If we can get XX many students to raise 5XX each, we could get new shelving.” It would also be good to be able to list something so there is a goal other than raise as much as you can. We could also say “the first XXX of money goes to books and stuffies).

Question: Does the group approve using Read-A-Thon profits to help remodel the library.

Group Conses: Yes

During past Read-A-Thons, they have set up temporary reading areas around campus. It’s not clear yet what they might be able to do this year due to COVID restrictions. Michelle suggests lawn chairs and setting up outdoor reading/tents might be possible. Tricia suggests an Update the Library Committee to help assess how the funds can best be used.

Question: What’s the budget for the remodel?

Answer: Maybe 10k or so. (Shelving is probably \$3-4k)

Martita says we usually raise around \$20k so that should be doable.

Michelle will write up what they would want, and what it would cost.

Read-A-Thon Prizes

Michelle offers anything that might be reading related for a student to do with her as a prize option. Suggestions are an individual or group lunch or ice cream with the principal. She would also love to have anyone who participates in the Read-A-Thon receive a raffle ticket. Michelle suggests bringing an ice cream truck to provide ice cream for everyone who participated.

Concern is raised about providing the limo ride as a prize again since the last winners never received the prize due to COVID. They were given cash prizes instead, which was ok, but not near as fun as the ride they thought they were getting.

The last limo ride prize was 12 kids with one adult in each car, 2 cars. 2 kids from each grade would go. One would be the student who raised the most money and one who would be the student who read the most minutes.

Sarah says that before the limo prize was introduced, we only made \$5-6k. The Read-A-Thon really took off after introducing the limo ride as a prize so we should consider offering another big prize to motivate readers.

It's agreed that the limo ride is an important prize, but that we should also come up with a COVID-safe backup prize.

Tricia & Jess will cost out the limo (renting it longer and having smaller groups on shorter rides). She will try to get budget approval before the next meeting.

Other prize suggestions:

- Boardwalk Passes (BOGO Cards) A \$50 card can be used for candy and rides, It's almost a season pass, but gives them money to play with. Tricia says her friend helps run that program at the Boardwalk, so she will connect with them and see what they could do.
- Riding in classic cars to ice cream and back
- Ride in a Fire Truck? Not during COVID and they won't drive them very far.
- Movie Theaters
- Marini's gift cards
- Bookshop Santa Cruz

Last year they did Downtown Dollars and are still looking into that.

Read-A-Thon dates are 2/25/22-3/4/22. Prizes will be announced on the Friday before it begins. A note will be sent to teachers to remind them of the dates.

Tricia will send an email in 2 weeks with prize and budget proposals. Everyone agrees spending a little more money this year is a good idea, especially with what the kids have been through these last couple of years.

3. Redwood Dinner – Budget Approval

Kirin and Laura will not be asking for approval yet, as they are still putting together the catering options to understand the cost.

4. Silent Auction

Heather has not received any response for help with the auction stuff and interest in taking over the role of Auction Coordinator when she is finished. She doesn't know yet if she will still be here next year, since her child might be moving on to middle school. If Heather doesn't have someone to train, it will be hard for anyone to pick it up.

Heather agrees to write up a little blurb about what to expect and how much time this might take, so Room Parents can send it out to each set of classroom parents.

Heather notes that since we don't have to fundraise as much as before, then the Auction Coordinator's job will be much easier. The extra \$10k is harder to make up.

Auction Items Update

Heather had one response for a vacation home and one for a big-ticket item. Laura says Lindsey Patel will be donating the treehouse again.

Open House Auction Items in May will only be the Classroom Art Projects. There will also be a 50/50 Raffle but there will not be any big-ticket items. The big-ticket items will be save for the Redwoods Dinner Auction.

Classroom Auction Projects

These projects are usually bigger projects that teachers need to prepare for. Past class projects include

- the little library by the entrance to the school,
- mosaic stepping stones
- a mosaic table.
- Succulents and driftwood.

Owl boxes are suggested

The class project should be aimed at making as much money as possible. Heather is willing to chat with anyone about ideas because she knows what makes money and what doesn't, based on past experience. They have made as much as \$1500 on a class project before.

In terms of logistics, usually the room parent works with the teacher to come up with a plan to complete the project and parent volunteers help to get it done. Often these larger projects must be done in several stages over a period of time so planning is important. Parents will be allowed to return to volunteering on campus after HVS is off modified quarantine.

Question: Is this impossible without a parent volunteer?

Answer: Sara says her class just painted tiles in class and then gave them to the parent volunteer to install. It can be done with limited parent volunteering on site. Multi day, multi-step projects are trickier.

Michelle says if a class didn't have enough support, the art teacher could help.

Question: Is the funding for these projects coming from the classroom families and room parents?

Answer: Yes. Room parent can ask for money from the rest of the class. They should be projects that don't cost too much.

Question: Is money spent tax deductible for parents?

Answer: Yes, it should be.

Question: Can the Parent Club provide a donation receipt?

Answer: Yes.

5. Questions/Comments

None

6. Update from Michelle?

No, just gratitude for the Parent Club participants.