

HVS Parent Club
October 20, 2021
6:30-7:30pm

Participants: Kirin, Laura, Tricia, Martita, Sarah, Carly, Heather, Michelle, Tiffany, Alyssa, Janette

Introduction

Minutes from last meeting approved

Endowment Fund Information

Michelle - Recently had first site council meeting..
Parent Club approves the appointment of the Site Council Kirin, Laura, Martita and Jessica Shubert.

Endowment fund (has 3 parts)

1. fund balance
2. donor gift
3. flex fund. The county treasury where money sits. It's confusing, Michelle has appointment with County Office of ED, waiting for knowledgeable person to help her in November.

The balance last quarter was 1.867million (ended June 2021)
The bylaws state we can take 4 percent a year. District has been drawing about 31k that helps pay for for 3 aides

2019/20 the fund received a 10k donation. We didn't pull any in 2021, and none this year so far. The endowment is funding the art teacher and 3 parent club aids. There will be carry over for next year. We will not need to use it all. 4 percent is 74k which would cover another aide.

We have not been pulling full 4 percent allowable.

Michelle will know the specifics in November but she does not think the ask for HVPC will be as high as previous years going forward. .

?Questions?

Question: Is the endowment meeting something the district/superintendent handles or should a parent be present?

Answer: From Michelle: We will be addressing multiple issues at that meeting. We could invite the specialist to the HVPC meeting or have a separate meeting to have the endowment explained to whoever wants to attend.

Tiffany's Mother-in-law helped establish the endowment, and would probably be open to answering any questions people had.

Heather: It would be great if a member of the parent club could glean this information as well. HVPC has not been given a whole lot of information. It would help for fundraising efforts.

Michelle: We need to be transparent. More knowledge is better.

Question: What would you rather do?

Answer: Have them come to the HVPC meeting.

The bylaws state there is an 8 percent cap on what you can withdraw.

Question: Is the 4 percent we can draw from the interest or the principal?

Answer: Michelle will find out how much and when can you take it,

Question: How does this affect HVPC fundraising?

Answer: From Heather - If Michelle, feels like endowment could this year cover 4 teachers aides instead of three, then parent club would only have to pay for 2 aides vs 3. The difference could be more than 10k. Stay tuned. It's a positive thing that HVPC can start seeing a different level of ask. In the past, we always tried to raise 20k more than the ask to build up money in the endowment. It means someone won't have to be so stressed about raising funds through the auction. Some of the pressure will be off.

Question: What is the school using the endowment fund for?

Answer: From Michelle: The other aides,

Heather: The money is meant to sit there and invest, provide dividends that the school can spend. It's meant to be a longterm investment that provides the school with "play money" every year.

Tiffany: Its also meant to lessen the burden of fundraising. Once you build it up, you use the dividends to pay for aides.

Martita:: You can pull out investment earnings on the principal each year. You don't spend the chunk of money.

Tiffany: The original goal was to reach \$3 million.

Alyssa: We had to reach \$1 million in 2019/20 to reduce administrative fees

Michelle: The fund had to reach 300k before anything was pulled.

Fundraising Events

Heather: We can expand open house a little by including some ambient music by a number of alumni students, not doing anything too crazy,, but including some silent auctions there. We don't want to do anything to distract from the students and teachers hard work. Open house is historically the most attended event ever. Michelle McKinny said in the past we would get a 95% attendance for Open House. Other events would max out around 40% attendance. This is a nice place to try and capture silent auction dollars. Its too late this year to have a redwoods dinner, so now we're planning for next year. We can still collect a number of easy silent auction dollars at Open House night.

Silent Auction items

Vacation Homes:

We need to start collecting items now. The easiest to sell is peoples vacation homes, if you have a vacation home or grandparents of kids at HVS, auction off for one week or a weekend.

Parties:

We can make a lot of money off of people throwing parties. The most money we have made off of a party is the Bad Moms weekend getaway. People pay \$350 a person to go spend the weekend where someone else is going to make breakfast, lunch and dinner.

Laura met with a group of moms from 1st grade. Some parents are willing to do movie parties and other kinds of parties. Parties come in every shape and size. You can do big ones or little ones for example a Children's fairy princess tea party in a backyard, a fiesta at their house. Maker parties are also super fun. Making salves, lotions or food together. If you have a skill you want to share, that can be a party. If you just want to throw a party that is okay too.

Experiences make money. We have a couple of things we can do every year, such as reach out to different wineries and get free tastings for X amount of people. Easiest way to sell is to recruit a couple of people with minivans to turn it into a party to drive and provide lunch.

Business Donations:

If anyone has a business, items can be donated. Easiest thing is to get items donated without having to do too much recruitment.

If we get enough of those items, anyone who is running the auction will have it much easier. Especially if we don't have to piece together \$5 coupons from various places.

One other thing, to make the auction job easier for the next person. Starting this year at open house, trying to run a donations table that resembles the NPR ask. Merchandise table, Donate \$15 and we will give you a sticker. \$25 and we will give you a license plate cover. One good way to go though lots of the merchandise that is just sitting there.

Consensus is that's a good idea.

Financials

Commitment Sheet Revision

Laura and Kirin have been revising the commitment letter.

Question: When should we resend?

Answer: From Heather, We should make another ask now, before we do the end of the year ask. It's important that we add to the list of volunteer jobs, auction committee, auction assistants, auction helpers etc.

Contributions Received from Commitment Sheets

To date, we have received a total pledge of \$34,200 from a total of 30 families, representing 39 students. We are in pretty good shape. The actual amount received is 27k. Some are on monthly contributions and some have pledged but not paid yet. We will probably get to over 40k. Martita would like to look at the revised commitment sheet before it goes out. Martita is caught up on sending out all acknowledgment letters. Martita thinks we might receive another 5-10k with a second commitment sheet request. Maybe send out before next meeting?

Laura and Kirin, agreed.

Commitment sheet will highlight we are grateful for any amount of donations, as well as volunteering time.

Laura: The wording will be different on the next round.

Question: Kirin- Does it make sense to ask for volunteer commitments on the same form or maybe a separate one?

Answer: Heather- This has worked in the past. It's less stuff for someone to lose. It makes it seem that the volunteer commitment is as important as a monetary one,

Martita will pass over the commitment sheets she has received to Kirin and Laura soon. She has seen people fill out some volunteer opportunities. Parents have marked things.

Question: Laura- Does it make sense if volunteer opportunities are specific or more general like "do you want to volunteer?" Does that make sense?

Heather - Usually people want to do the specific thing that they want to do. People who signing up for specific things help them be excited about their volunteer effort. She does think it's great to have a more general opportunity ask at the bottom of the sheet.

Answer: Group consensus that adding a general volunteer opportunity ask would be good.

Student Council – Mascot Search

Michelle: Our student council is running the new HVS mascot search . Every kid has an opportunity to put in a suggestion. They have to say why. Student council officers will pair down to their top 3 picks. All students will get to vote in the second week of November. We should know by the next meeting.

Kirin: Has a friend Dave Gardner, who is an artist in town. He has offered to help with developing a logo for us. His art is very kid-friendly.

Beach Cleanup Day

Laura and Kirin reached out to Points of Light and they're not giving out Disney tix because of COVID.

Group Consus: Lets put it off until Spring, when the weather is better.

Open Discussion/Questions

Girls on the Run or Mini-Mermaids?

Discussion regarding bringing Girls on the Run or Mini-mermaids to HVS. Both programs need a lot of parent coaches and are a heavy commitment. We need someone who wants to reach out to minimeraids to start getting the info.

Alyssa supports having a running club as healthcare for the community. There has been a huge increase in childhood obesity and eating disorders in our community. Eating disorders are up over 100%. Childhood obesity has doubled. Girls on the Run starts younger, we could capture more kids that way.

Tiffany's daughter has done Girls on the Run 2x and it was really valuable.

Alyssa agrees to reach out to Mini-Mermaids to see what program administration entails. Tiffany suggests also reaching out to person who did it before, Carly.

Hot lunch at HVS?

Is hot lunch not happening?

Answer: Olsen foods didn't have enough people to support it so they're not working with us this year.

Poker Tournament

Question: Heather's husband, Beau, ran the tournament. Does the HVSPC want the poker chips?

Answer: Yes, they can be stored in the HVPC storage shed.

Laura has a family that might want to take over poker night once Heather stops doing it.

Sarah suggests having the Dad's Club help find someone to take over since it started with them. Josh came to our last meeting. He has done food for the poker tournament in the past. A flier could be put in the Thursday folders?

Laura will reach out to Andrew regarding Dad's Club to see if he has text to send to encourage participation.