

# Happy Valley School Parent Club Meeting

12/15/21 6:30-7:30pm

**Participants: Kirin, Janette, Michelle, Sarah, Katy, Jocelyn,  
Martita, Tricia, Carly, Jessica**

## 1. Introduction and Approval of November Meeting Minutes

November 2021 Meeting Minutes approved

## 2. Read-a-Thon

Tricia and Jessica will be meeting about it soon to land the dates so teachers know when it is. They will start the Friday before Dr. Suess' birthday week. His birthday is March 2, so it will start on February 25. They will reach out to Lisa Adams to see if she is willing to handle the technology end as she has in the past. At the next meeting they will come prepared with the prize ideas.

Discussion around needing a large first place prize and an in-person way of recognizing winners. Announcing winners on the blacktop in front of the whole school is nice. Then the kids can have a dance party on the black top.

Michelle suggest doing something like "read 25 books" get a raffle ticket, The raffle prize will be that Michelle will take them out to lunch like at McDonalds or something. She would like the prize to be something not tied to money, just for participation. Tricia says they do prizes for minutes and for money.

Michelle says they want to update the library and make it available for students for a half an hour during the week. The library needs some new furniture and new books. Michelle was thinking of connecting the read-a-thon to the library? Tricia says they used to open the library at lunch and recess for the kids during the read-a-thon week. Everyone agrees that is a great idea. We might raise more money if we tie the read-a-thon to a specific goal. Tricia and Jess will coordinate decorations around the school. Michelle says they need to talk about it because they are trying to become a "green" school so balloons may not work. Maybe paper lanterns?

### **3. Silent Auction status - any more big ticket items?**

Have room parents received any more big donations? No.

Kirin thinks Laura got 4 tickets for the Chardonnay Cruise

Sarah says she has a friend who has a vacation home in Tahoe. She will ask them if they're willing to donate.

Kirin says we're focusing on big ticket items because we make so much more money.

Tricia says maybe there needs to be more direct communication? Maybe a separate email just to ask for bigger ticket items would help.

### **4. Redwood Dinner updates**

Laura had viewed the site and last meeting we talked about what we would be thinking about how it would look. They have since reached out to a couple of catering places. Teen Kitchen is interested but because they have teenagers serving food, there could not be alcohol there. There would have to be a parent volunteer serving the food. Someone said parent volunteers are usually the ones who do it because they are volunteering for their free ticket to the dinner. Michelle says she and Laura had a long conversation about it yesterday and Laura is going to follow some leads.

Auction items for Open House will be just the classroom projects and a 50/50 raffle. You could get 50% of the money made from the raffle or you could have free tickets to the redwood dinner.

Kirin is a little worried about the silent auction. If we don't get a lot of interest, what if we had a big fish bowl/venmo info when you walk in to the event and people could throw in cash as an easy way to donate instead of silent? Yes, the group agrees that is a good idea. Sarah confirmed there is WIFI at the event space.

### **Fundraising options, dinner options,**

Katy asked about a night out at Chaminade/Adult Night Out? We could rent a room out, possibly with outdoor space in case people are not yet comfortable socializing indoors.

We could charge double the cost of the room and do a tapas & wine evening. Katy is willing to look into it. Michelle says Pasatiempo has the same kind of view as Chaminade and similar outdoor space. The fundraising for this event will be solely through ticket sales, no additional asks at the event. Katy will look into it, call a couple of places and let us know at the next meeting whether it is feasible spring.

Suggestion was made to check-in with the Dad's Club about the poker tournament that happens in the spring.

## **5. Mascot & New Merchandise**

Laura may have some connections for screenprinting.

Should we revamp the logo? Sarah says when her son was a kindergartener at HVS, students would create artwork and then vote on their favorite piece and that would get put on the t-shirt for that year. It was an annual contest. They would then only order the number of t-shirts they needed for that year. Kirin asks what happens if the artwork is not good for screenprinting. Sarah says she will ask Alice, who used to be in charge, and see what she says. Tricia says you could put parameters on the artwork like 2/3 colors to make it good for screenprinting.

## **6. Financial Update from Martita**

In the chat. Martita presented a summary of where we're at as a pdf.

Overall we're in good shape. Our pledges are at \$35k. We've collected about \$30k of that. Most of the rest is set up for recurring monthly payments. We have received \$6k from Benevity which she thinks is from Apple, but she will get more details. She estimates we could possibly fundraise about \$20k through the Read-A-Thon and \$8k through the silent auction, though that might be a large estimate if we don't get large auction items. For the year, we are projected for a net loss, which is expected. We have funds saved from last year. She feels like we're in good shape. Our \$40-45k goal should be met.

Martita needs to prepare tax returns for last year, ending July 30. She is hoping to do that by the end of January. She needs to send out acknowledgement letters by the end

of January as well.

Sarah's son goes to PCS and she shared that they provided parents with a graphic about how close they were to their fundraising goal with a link to donate. They received a lot more donations immediately as a result.

There will be an End of the Year Giving Request in the newsletter tomorrow. Martita will see if she can create a graphic by tomorrow and if not, it will go in the January one.

## **7. Update from Michelle?**

None

## **8. Questions/comments**

Is Arts Alive happening anytime soon? Michelle says we can't do it until mandates are lifted.