

LCHS Booster Board Meeting

Official Minutes

Time: 6:30am, February 12, 2020

Location: IRC, La Canada High School

MEETING WAS CALLED TO ORDER AT 6:31am by President Jeremy Milbrodt.

Jeremy Milbrodt

First meeting of the year without Administration. This is a planning meeting for the next year and the future of Boosters. Milbrodt says several Executive Board members will be leaving at the end of the year and we need to find some replacements. Jeremy asks various members to share their jobs responsibilities and time commitments.

Chris Clarkson --Communications Chair.

It mostly entails being responsible for the mass communications, coordination of marketing efforts with newspaper and websites. In summer – obtaining the list of all school parents, putting out a weekly email to school parents to encourage them to join Boosters mostly about recruitment, relationship with the Outlook includes buying an ad and working on coverage in certain issues, BoosterFest help, keeps track of the Booster email and gmail account, updates to the website. One aspect Chris thinks could be something to add is to increase social media presence. The job is heavy in the fall and takes a few hours a week. After that, it slows down.

Clarkson then makes a report for Brad Lew – Membership Chair

Three primary jobs

1. Marketing materials for Boosters and distributing those out to Boosters as well as donors
2. Keeps track of the database that keep track of membership levels as well as focused donations for each program.
3. Membership chair is responsible for getting letters out to all members confirming their level. This requires some basic knowledge of mail merge applications.
4. At events, the Membership Chari makes sure that we have the table at events for recruiting and marketing

Randy Scoville -- Treasurer

The main job is being responsible for keeping track of all the money – in and out – of Boosters.

The Treasurer creates and shares monthly financial statements. Duties include checking the mailbox for checks that come in.

Scoville notes that the Booster bank accounts are held in Wells Fargo.

The first three months are busy – starting off with membership and fundraising, writing checks for BoosterFest, involved with BoosterFest to check people in, real crunch is at the end of the night when silent auction is both paid and

Raffles then get processed and deposited in conjunction with the raffle chair.

Sending the focused donations to each of the school accounts. Right now, the Treasurer handles all this work but Scoville says it would be easy to break up different responsibilities among more people. Next year could and should be a transition year for a new treasurer – Randy will be here next year.

Becky DeSouza – First Vice President.

Main job is to provide moral support and back up to the president. Specific areas of responsibility include managing the Booster Scholarship program. The job also includes keeping track of which Booster Directors are returning and planning the makeup of the Booster Executive Committee for the next year

Shannon Griffin – Governance.

Shannon believes Booster's would benefit by creating a little more infrastructure with policy and procedure. If we do a lot of this work this year, she says the position could be transitioned to other duties in future years.

New Business

Josh Cohen – Booster Raffle Tickets.

Text Josh to get tickets. The spring raffle drawing will be held at the all school musical matinee performance on April 26. April 21 is the final date for tickets.

Cohen notes that there will need to be a quick turn on the money to the Treasurer so the money raised can be distributed and spent this semester.

Ticket printing part is easy – the job is busy when tickets are coming and out.

Josh is setting up dates three different dates for ticket turn in for programs -- Feb. 26, March 26 and April 21.

Jason Melillo

Restaurant nights have been successful and are almost full for the year.

Booster Director Dinner

President Milbrodt invites all to save the date for the annual year end dinner. He says it's important to recognize those who are leaving and welcome the new directors.

The date will be May 14.

Jeremy Milbrodt then asks the group for input on fundraising ideas for the coming years.

He mentions that this year income has focused on memberships on one big event – BoosterFest. Question is whether we should have two events next year or one year. This year's schedule allows for longer ramp time to sell raffle tickets which is money in their pockets.

- Wayne Page. Big fundraising ideas come up at this time of the year – to plan for the year ahead. Idea of a food truck night. Friday night Lights kind of thing. If successful, conceptually it could be done multiple times a year. Opportunity for marketing would be “pop up” restaurant night. This idea was tried 10 years ago with great success. Doing it multiple times might diminish returns. Wayne talks about doing one and see how it goes – and then decide if you could want to do more.
- Poker night usually raises good money
- Wayne Page brings up the possibility of a flower and produce related fundraiser. He has found an organization that donates the flowers and produce and then we would sell them. We would also have to “make” the baskets, which would require volunteer labor.

President Milbrodt announces next regular Booster Board meeting will be March 11. Annual meeting is April 15 which is when the Directors will Vote on next year's Executive Board. Last meeting of the year is May 13 – when we will have a meeting to discuss next year's plan.

Wayne Page then discusses the LCAP process at La Canada High School.

- ... Page notes that the LCAP handles all the funding for the district. Decides how the money is spent.
- ... There are 4 main goals of LCAP, and several issues fall underneath them.
- ... Wayne Page – Goal #1-4 (see attachment). This is the chance for parents to add things that might be added to the priority list of the meeting.

Meeting was Adjourned at 7:30am

