

RANCHO SAN DIEGO MUSIC FOUNDATION

June Board Organizational Meeting
June 30, 2010
@ 6:30 p.m.; Saltzman Residence

Members Present: Ben Reeve, Kaaren McElroy, Claude Herron, Beverly Lindahl, Sallie Saltzman, Bob Allen, Lisa Hines, Richard Almanza, and Sarah Miller.

Special Guests Present: Patty Allen and Barbie Anthony.

Meeting called to order at 6:37 by Ben Reeve. The first order of business is to eat!

Review of past minutes - Kaaren's motion to approve the June 2 minutes, 2nd by Sallie, is approved. **Bev to send to Lisa the finalized version for posting on the web.**

Treasurer's Report:

Claude reports that **if** monies are received as expected from HMS and Volvo, we should break even on the year!!!

The Treasurer's Report for June 2010 is distributed and discussed at length. Specific items are removed from the budget figures so as not to "inflate" the numbers, and are reflected in separate attachments in the report (i.e. Drum Line, Grant money, gift cards).

Next year there will be approximately 89 students in the program. This year's portion of paying students is about 65% (about 33% do not pay anything at all). Because of our late payments this year with the bus company, we may have to pay transportation expenses in advance and collect funds from students before they board the buses. The future structure of student donations is discussed later.

Claude indicates that he would like to take over the e-scrip responsibilities (previously done by Barb Alfkhami). Grocery card sign-ups may need to be done annually and tracked accordingly. Alumni families also need to be signed up.

Claude's Budget Review Report is distributed and discussed at length. Of note are the following topics and related adjustments to next year's budget proposal:

Team Angel – Reduce to \$1,600 (2 times); we owe one day to the program, but will realistically only get 2 other dates to work (for a total of 3 times).

Corporate Sponsorship – Increase amount; No corporate dollars were captured this year, but Claude indicates that he is working on several ideas for next year including Viejas and Golden Acorn casinos.

Aramark Concessions – **New**; Mr. Almanza and Barbie indicate that although sharing concessions with another school is a good idea, they recommend Granite Hills. Need committee chair and parent volunteers.

Santee Swap Meet (or Spring Valley) – **New**, although same category as Rummage Sales. \$25 tent fee. Need committee chair and volunteers.

Graduation Coffee Sale – **New**; need to make written request to Sam Lund early in the year to sell coffee, water, mugs, etc. Requests to sell go quickly, **so we need to submit our request now.**

Firewood Sales – Increase amount only if we have a dedicated team and better logistics. If a closer distributor of firewood is found, less expense will be incurred for delivery and storage. Need committee chair and parent volunteers.

Applebees Pancake Breakfast – **New**; Barbie has done this successfully with West Hills HS with only 15 kids working the event. Must purchase 100 tickets in advance @\$5, then sell them @\$10. **Barbie to call to see if we can get a date in September for the Parkway Plaza Applebees.** A silent auction can also be done at this time. Potentially we could make about \$1,500.

Discount Cards – a possibility. Barbie indicates she has had some success with laminated discount cards in the past, but getting the kids to sell one more thing is not well received.

Horse Apple Drop – Increase amount (there was no amount proposed, but it is decided to go forward with this next year vs. dropping it or doing another raffle-type event). Raise ticket price next year for better proceeds.

Football Scarfs – **New**; **Emily is already working on hand-made scarves to sell at football games.**

Pre-Festival Concert – Increase amount; Mr. Almanza verifies that we will do a pre-festival concert next year in the Spring so we will have increased funds for ticket sales and concessions.

Program Advertising – Add/increase amount to \$1,000. Need parent with Marketing or Advertising background to address issues of [lack of] commitment from parents, and division of responsibility. With 3 major concerts next year (Christmas, Spring and Pops) we need to capture sponsorship and advertising dollars by way of programs.

Football Concessions – **Bob will contact Bruce Toth regarding getting published in the fall football programs and helping to sell concessions at football games.** Another option is helping sell concessions at Pop Warner games. Lots of potential here for revenue. Need committee chair and volunteers.

Some other brilliant ideas shared at the meeting:

Band Room Exterior – Painting the band room doors; removing the screens; removing the vending machines to make the room more attractive in order to sell window space to advertisers.

Table Fair at Band Camp – this would be a great opportunity to communicate with parents regarding Escrip, parent meetings, membership/voting, volunteer opportunities, committee chairs, etc.

Student Accounts – Fair-share contributions and fundraising efforts are applied individually to student accounts.

RSDMF Membership – Since only 16 people last year became voting members, a discussion took place about how to increase membership (including making it free, or perhaps having different “levels” of membership). There was no resolution.

Beginning of the Year Pot Luck and Parent Meeting – the sound system in the past has been a problem so we discussed moving into the student theater for the parent portion of the Pot Luck.

The meeting is adjourned at 9:25 p.m.

Next meeting of the board will be Wednesday, **July 21, 2010, at 6:30 p.m. at the Hines residence**. Mr. Almanza, Ben and Claude will meet separately on July 14, 2010, to further discuss budget expenditures for next year at the Herron residence.

Submitted by: Bev Lindahl