



# Reagan Orchestra Booster Club Executive Committee Meeting Minutes

**October 28<sup>th</sup>, 2020**

Nathan Shapiro, President, called the Virtual meeting to order at 6:02 pm Via ZOOM.

## **Roll Call:**

**Board Members Present:** Nathan Shapiro (President), Kristen Roach (Vice President), Tara Ford (Publicity) John Horton (Treasurer), Tara Ford (Publicity), Angela Halsell (Bookkeeper), Daniella Decanini (Secretary) Sixto Elizondo and Nathan Sharplin (Reagan HS Orchestra Directors),

**Guests Present:** Mark Soppe (Administration Representative), Denise Trevino (Meal Chair), Gabriela De La Fuente (Uniform Chair), and Thalia Sanchez-Kiolbassa (Banquet Chair), Dana Comstock (Scholarship)

## **Meeting Topics/Action Items:**

- **Financial Update (as of 10/28):**

John provided the following financial update to the group:

### TREASURER'S REPORT:

- Current Bank Balance \$23,942
- Recent Expenditures:
  - Spirit Shirts \$1,880
  - Music \$565
  - Region entrance fees \$310
  - Paypal Fees \$84
  - Postage and materials for Welcome Packets \$422
  - Washtub booklets \$210
  - Sales Tax \$12
- Year to date summary: (June 1 thru current)
  - Total In \$14,016
  - Total Spent -\$ 7,245
  - Net Inflow \$ 6,771
- Recap of Budgeted / Actual Purchases: (\$6,900 / \$3,501)
  - Software for Virtual Instruction \$400 /
  - Spirit Shirts \$1,500 / \$1,880
  - New Logo \$500 / \$250
  - Resources for virtual events, instruction, clinicians \$3,000 / \$250
  - Other Equipment or Technology upgrades \$1,500 / \$1,121
- Money received:
  - Forms collection to date / compared to last year total;
  - Opt Outs Paid \$6,790 / \$7,280
  - Washtub Sales \$700 / \$928
  - Sponsorships \$3,505 / \$4,999
  
  - Region & All State Fees \$900
  - Other amounts received \$196

- General Status this year: We are on the right track of having similar numbers from last year.
  - Mr. Elizondo commented there are some All State and Region fees expected to be paid in the next month. \$160 aprox. for AllState participants and \$380 aprox. for Philharmonic Region participants.
  - Kristen mentioned, there are an additional 14 Washtub cards to be purchased, picked up and delivered.
  - Kristen confirmed a check for \$200 was received from the Jets Pizza fundraising event
  - So far we have received \$38 from the fuzzy socks fundraising.
  - There is a \$25 cash to purchase a polo shirt that was not attached to a form, to be determined who does it belong too.
  
- **Fund Raising:**
  - Kristen had contacted the following;
    - Jets's Pizza completed in October, revenue of \$200 payment was received
    - Torchy's scheduled for Tuesday, November 17<sup>th</sup> from 4-8pm– Kristen to work with Tara on marketing.
    - MOD pizza to be scheduled for December;
  - Jets Pizza fundraising was a big success, had a great participation.
  - Kristen suggested we could use Balloons, Music and Banners @ the Torchy's event.
  - Kristen/Tara to work on the flyer to advertise the Torchy's event.
  - Mr. Elizondo will provide the Reagan Orchestra banner to use at the Torchy's event.
  - Fuzzy's socks fundraising still going, will be again advertised –Tara will market on Facebook, Charms, Email Blast.
  - Kristen suggested to send out a Thank you Note using a previous Reagan Orchestra Thank you template.
  - Mr Elizondo agreed to make a Thank you Note to the Jets Pizza manager on behalf of the Reagan Orchestra program. Kristen to deliver it in person.
  
- **Orchestra Scholarship Program:**
  - The orchestra scholarship program is going to be based of the Reagan choir scholarship program.
  - Applications are going to be submitted by video through Flipgrid app.
  - Requirements for the application are still going to be determined by the directors and committee.
  - Committee should be form by 4 judges, and email is going to be sent out to ask parents if they want to volunteer and be part of it.
  - Judges can't be parents of seniors students in the actual 20-21 school year.
  - Last date of application submission will be April 2<sup>nd</sup> 2021
  - Gabriela shared her experience as a judge for the Choir Scholarship Program and mentioned the judges had about a week to make a decision about who was getting the scholarship.
  - Gabriela also mentioned the Choir Scholarship was granted to 3 different students, one for \$1,000 and two for \$500 each, suggested this could be implemented at the Orchestra scholarship too, so more than one person is impacted by it.
  
- **Marketing:**
  - Tara used the Orchestra Facebook page, charms email and Reagan email blast, to advertise the Jets Pizza fundraising event and was very effective.
  - Tara would send the email to Mr Elizondo to send to administration for them to promote as well.
  - Daniella suggested we should advertised also in the Reagan Parents Facebook Page, will share future posts.

- Tara will check Facebook page traffic to find the best time to post.
  
- **School year update:** Mr. Elizondo updated the board with the existing plan with the following key points:
  - School year so far is going very well. Hybrid classes are working fine and kids are working hard.
  - Spirit Shirts were hand out and kids are using them to promote the Reagan Orchestra Program.
  - TMEA rehearsal already started in person.
  - Planning on a virtual concert for the month of December. Probably will consist in 3 different videos.
  - Nate suggested ROBC could help with funds to have an editing company work on the edition of the videos.
  - Tara mentioned she could help find an editing company that would help Mr. Elizondo and Mr. Sharplin with the editing of the orchestra concert videos.
  
- **Upcoming Events:**
  - Spirit Nights;
    - Torchy's – November 17th

**Adjournment:** The meeting was adjourned at 7:00 pm.

**Next Executive Committee Meeting: Wednesday, November 18th at 6PM**

**Follow up items:**

1. Washtub cards – Kristen
2. Thank you letter for sponsors – Mr. Elizondo/Kristen
3. Marketing for Torchy's – Tara/Kristen
4. Fuzzy's socks marketing– Tara/Kristen
5. Scholarship forms - Dana

**Respectfully submitted,**

**Daniella Decanini**  
**ROBC Secretary**