



Reagan Orchestra Booster Club Executive Committee Meeting Minutes Approved October 3, 2018

Melissa Jozwiak, President, called the meeting to order at 6:30 pm in the Reagan Orchestra room.

Roll Call:

Board Members Present: Melissa Jozwiak (President), Jim Schuppenhauer (Vice President), Jo Ella Terhesh (Secretary), Tara Ford (Publicity), Tom Swoyer (Treasurer), Sixto Elizondo IV and Nathan Sharplin (Reagan HS Orchestra Directors),

Guests Present: Brenda Cerroni, Assistant Principal

ROBC Goals to accomplish in 2018-2019 School Year:

- Maintain Reagan Orchestra as a nationally recognized and locally renowned orchestra
- Assist the Reagan Orchestra to be a community of artists that create music, relationships, etc. in the community
- ROBC will be financially flexible enough to support the needs of the orchestra

Activities needed to support these goals:

- Possibly have potential Treasurer for next year come on board in January to shadow the current Treasurer as well as the President and Vice President Elect. Possibly have a second person, potential bookkeeper, to help the Treasurer.
- Two weeks before concert Elsa to have menu to the directors for them to circulate to the classes for meal choices.
- Organize the Parent Forms/Checks better on Saturday afternoon, including adding them into Charms. Possibly have the Student Officers come back in the afternoon to assist. All fees must be entered in Charms for receipt. ROBC should also be using Charms to record ROBC payments so parents have visibility. We need to clear the T-shirt and polo sizes from the year before so we can confirm the current size has been updated.
- Tara sends out Newsletter every other month. Upcoming Dates are published on the off month. In addition, she prints flyers, sends Charms emails, updates website, sends to Reagan Administration, and provides for other marketing activities to support Spirit Night.
- Tara has reached out to Independence Hill regarding our concerts. Tara suggested reaching out to Franklin Park again as well.
- Try a Giving Tuesday Campaign on 11/27 and possibly a Big Give in March, but you must give a percentage to Big Give.
- Tara completes all normal website updates. Promote the Young People's Concert in Welcome Home this year and show the community service projects that the orchestra students are involved in.
- Need \$20K to support new equipment purchases for the orchestra (rolling library music storage center, projection equipment in the auditorium, MAC laptop computer)
- Spirit Night Money \$132, possibly PotBelly for October. Establish second week of the month as the Spirit Night for Orchestra.
- Average student learns at least 15-20 pieces of music per year. Retention of orchestra students have doubled recently. 95-100% retention rate. 60% of students complete 4 full years of orchestra. 7 competing orchestras for the past 3 years. Went from 4 to 7 competing orchestras in the past 9 years.
- Wash Tub forms need to have the pricing included and the order completion form in a PDF document.
- Holiday Wreath sales must buy in carton quantities from current company. Try the mail order option to avoid having excess stock that ROBC must cover.
- Candle sales again this year but a new company that also provides kitchen utensils, oils and diffusers.
- Barnes and Noble concert on 11/17 plus the following week to include in our sales.

- Silent Auction this year at end of year concert in May – need to establish a silent auction committee now
- Jim to coordinate with Meg regarding the holiday market to include a silent auction item from the vendors

Adjournment: The meeting was adjourned at 8:19 pm.

Next Executive Committee Meeting: Wednesday, November 7th at 6:30 pm.

Respectfully submitted,

**Jo Ella Terhesh
ROBC Secretary**