



# Reagan Orchestra Booster Club Executive Committee Meeting Minutes

**September 30<sup>th</sup>, 2020**

Nathan Shapiro, President, called the Virtual meeting to order at 6:00 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)

**Board Members/Chairs Absent:** Dana Comstock (Scholarship)

**Guests Present:** Mark Soppe (new Administration Representative), Denise Trevino, Gabriela De La Fuente, and Thalia Sanchez-Kiolbassa, Subhashini Valavalkar

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

- **Introduction and welcome of new members:**

- Daniella Decanini – New Secretary
- Mark Soppe – New Reagan Administration Representative

- **Financial Update (as of 9/30):**

John provided the following financial update to the group:

- **TREASURER'S REPORT:**

- Current Bank Balance \$20,967
- Recent Expenditures:
  - Logo design \$250
  - Music Arrangement \$250
  - Mobile Stand for donated PC Monitor \$356
  - Paypal Fees \$220 (Nate exploring other options for the future)
  - Reimbursements \$195
- Year to date summary:
  - Total In \$7,066
  - Total Spent ~~-\$3,763~~
  - Net Inflow \$3,303
- Recap of Budgeted / Actual Purchases: (\$6,900 / \$1,621)
  - Software for Virtual Instruction \$400 /
  - Spirit Shirts \$1,500 /
  - New Logo \$500 / \$250
  - Resources for virtual events, instruction, clinicians \$3,000 / \$250
  - Other Equipment or Technology upgrades \$1,500 / \$1,121
- Money received:
  - Opt Outs Paid \$3,990
  - Booklets sold \$140
  - Sponsorships \$2,495
  - Region & All State Fees \$190

- General Status this year: We are behind on Opt out and Sponsorships compared to last year.
  - 60 out of 198 Opt Out Payments received
  - Most collection last year was a result of the forms distribution in August – Mr. Elizondo to set a date for student pick up of T-shirts within the next month. Board agreed to leverage this event for an additional drive or “Booster Club Kick Off” to further drive Opt out fees/Car Wash and sponsorships. Mr. E to follow up on date and plan
  - Thalia shared that we have a surplus of snacks that can be leveraged for this event
  - Based upon financial situation we will continue to allocate \$2000 towards a scholarship fund – Nate connected with Dana offline and we will discuss in our October meeting.
  - Board agreed to set deadline for WashTub fundraiser of October 9<sup>th</sup>. Nate to send note to parents by October 4.
  
- **School year update:** Sixto updated the board with the existing plan with the following key points:
  - School year so far is going well and Sixto and Nathan believe that Reagan is an excellent example as to how to run a virtual orchestra.
  - Mr. Elizondo is also requesting for parents to take videos of their children learning from home to send to him. These videos should be one minute long – Tara suggested these videos can also be used for marketing or even thank you emails to sponsors
  - All State is the next step in the audition process, and this will also be a recorded audition (as usual). TMEA is still planning to have a convention, and All State Orchestra performances in February
  
- **Annual Forms:**
  - Mr. Elizondo and Mr. Sharplin have reviewed the forms and will be sending out within the next few weeks. They are still awaiting for direction/guidance from NEISD as to what can be sent and what cannot. Sponsorship letters will be included in these packets. Board may also leverage the T-shirt pick up date to drive receiving forms.
  - Mr. Elizondo shared that they will be able to take care of the form shipment. Will let Board know if assistance is needed.
  - 66” Touch Screen was donated to the Orchestra. Board approved purchase of a stand for this
  - Looking at options for either an outdoor concert or live stream event within the next few months.
  
- **Annual Trip:**
  - This is assumed to be cancelled for 2020-2021 – no plan to budget for this.
  
- **Fund Raising:**
  - Kristen had contacted the following;
    - Jasons Deli – completed in September, revenue of \$54 (still awaiting payment)
    - Jets’s Pizza scheduled for October 20<sup>th</sup> – Kristen to work with Tara on marketing.
    - Torchy’s scheduled for November 17<sup>th</sup>
    - Others under consideration for follow up;
      - Canes Chicken
      - Panda Express
      - Zoey’s
      - Jersey Mike’s
  - Tara recommended to move the Spirit nights to the same day/week each month to build consistency and awareness for families
  - Due to the pandemic it was agreed there will be no student selling for this school year
  - Board agreed to move forward with Fuzzy’s socks promotion – Kristen to work with Tara on marketing for this sale. Plan is to market on Facebook, Charms, Remind and Blackboard. Goal is to begin in mid-October and run through November. Socks to cost \$2 each with half of proceeds going to ROBC. Tara will also look into Home Magazine (Stone Oak)

- Daniella also agreed to inform the PTA to add additional Marketing
- Tara suggested we leverage the day after Thanksgiving for a marketing promotion for sponsorships
- Nate to send notes of thank you to parents for Sponsorships provided, also ask how they would like to be recognized – will send draft to board by October 9
- Tara to add a Donor Page into website
  
- **Open Board Position:**
  - None at this time
  - Subhashini Valavalkar joined this meeting and has an interest in taking on a potential role for the future.
  
- **Upcoming Events:**
  - T-Shirt Pick up event – Date TBD
  - Spirit Nights;
    - Jet’s Pizza – October 20<sup>th</sup>
    - Torchy’s – November 17th

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

**Next Executive Committee Meeting: Wednesday, October 28<sup>th</sup> at 6PM**

**Follow up items:**

- 1. Letter for Washtub deadline – Nate**
- 2. Thank you letter for sponsors – Nate**
- 3. Marketing for Jet’s Pizza Spirit Night – Tara/Kristen**
- 4. Fuzzy’s socks marketing/launch – Tara/Kristen**
- 5. Add Donor page to Web site - Tara**

**Respectfully submitted,**

**Nate Shapiro  
ROBC President**