



Royal Oak High School Band & Orchestra Boosters

MEETING MINUTES

Date: 11/12/2019 Location: Virtual meeting via email

Time: 8:18 A.M.

WELCOME/ CALL TO ORDER: No meeting held due to a school called snow day.

EMAIL ATTENDEES: Jon Liu, Kristine Hill, Beth VanDerwill, Norma Fenech, Megan Heikkinen, Susan Shelton, Teri Farley, Dave Jensen and Albin Rose

SECRETARY RECAP - Susan Shelton

Meeting had to be cancelled due to snow day called by Royal Oak Public Schools. Jon sent a group email asking for reports to be gathered and recorded by the Secretary (see below):

I. TREASURER REPORT – Norma Fenech and Meghan Heikkinen

No report submitted.

- Financials: Expenses/Balance
- Reimbursement procedure using treasurer email

II. TRAILER SIGNAGE STATUS - Terri Farley

Quote from Signs-N-Designs:

- **Quote #1:** For two 20-24" circle logos for the front, two 47" circle logos for the side and the back at 32"x28" the cost with installation will be \$1100.00
- **Quote #2:** For two 32" circle logos for the front, two 52" circle logos for the side and the back at 32"x28" the cost with installation will be \$1325.00-recommended option. **NOTE: Terri made a motion for this option. Discussion ongoing, waiting for second and approvals.**

The back design will be similar to the bumper sticker with a list of the marching band shows. Discussion points:

- We are trying to get complete for the Royal Oak Holiday Parade. No rush charge and they can do it by the parade if approved.
- 3-4 day of production time and then there is installation. Dave thinks we have access to a heated garage for the install.
- Dave asked for the McCourt's logos on the front for their ongoing support of our program.

III. GLOW SHOW RECAP – Norma Fenech

- Awaiting Report
- Sent a sign up genius thank you and request for volunteer feedback for next year





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IV. DIRECTOR REPORTS

- **Dave Jensen - Concert/Symphony Bands, Wind Ensemble, Jazz Bands**
 - Winter concert prep is underway and going well. Tentative arrangements have been made to have the Mayor read the narration of “The Night Before Christmas.”
 - Jazz activity starts Nov 19 for Jazz Band and Nov 21 for Jazz Ensemble. Membership determined this week.
 - Blue Lake rep here Nov 18.
 - A small group from Wind Ensemble played at the Veterans Day ceremony. It was a beautiful tribute. Kids played well.
 - Please keep poinsettia orders coming in.
 - Be sure JBJ is on your calendar.
 - Solo & Ensemble registration is done. We have many groups participating. Strong potential this year. Should have groups for Barnes and Noble.
 - There are lots of volunteer opportunities in the coming month. We need help! Please consider pitching in!
 - Marching band will perform in the first Royal Oak Holiday Jingle parade Dec 14.
 - Eisenhower can't host Jazz Fest this year. We've been asked. I'm down for it. Date TBA. How do boosters feel?

- **Albin Rose - Orchestras:**
 - Mr. Rose submitted receipt from Detroit Violin Company for instrument repairs totaling \$227.50

V. CHRISTMAS EVENTS STATUS

- **Poinsettia Sales – Deb Morales, Susan Shelton, Meghan Heikkinen**

As of date we have only sold 12 poinsettias, Beth has blasted out reminders on all social media several times. Due date is November 17th, Deb Morales is placing the order on the 19th with Telly's Nursery. What is protocol for getting payment to Telly's?

- **Barnes and Noble - Linda Johnson**
 - All the save the date flyers have been sent to the appropriate people for inclusion in the holiday concert books.
 - We are going live with the sign up genius for parent volunteers to help at the gift wrap table and front doors. Mr. Rose is organizing the students who will be performing (we picked out a spot right next to the Starbucks cafe for them to perform)
 - We are not allowed to have a donation can set up in front of the players so there will be one set up at the wrap table.
 - We will begin posting notifications about the event on social media.
 - All sales to benefit the boosters have to be made on the day of the event including online orders. There will be a code provided.
 - Please let us know if you have any specific questions. Its all coming together very well. Spreading the word will be the most important task now going forward.



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- **Jingle Bell Jazz - Huw Evans**

Key Points Summary:

1. Finalize Sign Up Genius
2. Food
3. Some help needed to contact a few more supporters from last year
4. Ideas for sponsors or donors that may not be on our working list - and thoughts about follow up calls / visits
5. Does anybody have experience creating a sponsored event in FB (and should we)? Also should we create an event in Google?
6. Coordinate advertising within RO school district

Farmers Market:

- Payment due 11/19
- Need to develop a plan relative to extra chairs.
- Parking – 46 free spots provided

Programs:

- The Print Stop has similar arrangement– discounted rate in return for advertising space. Cost TBD

Posters:

- Beth has finalized a great poster for the event - planned to pick up tonight for distribution. It has also been uploaded to the Website

Online advertising WIP:

- Currently posted - Royal Oak City Website, Oakland County Moms, Patch, Channel 4 events calendar, Channel 7 events calendar, Diane Klakulak's email calendar
- Pending consideration by sites - AARP, Fox2 (Facebook), Hour Detroit, Pure Michigan, Metro Times
- To be completed – Metro Parent

Help needed:

- How to post on google?
- How to have a sponsored event on Facebook (costs \$ but apparently for ~\$35 good coverage per zip code is possible)
- Compile list of local Facebook groups
- Any other locations??

Signs:

- Victoria will update the signs and distribute 2 -3 weeks prior to Dec 19

Newspapers:

- To be completed – C&G
- To investigate Tribune, Free Press, Detroit News

Royal Oak Schools:

- To be completed - PTA, Weekly letters etc.



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Sponsorship & Donors:

- Over 60 emails, letters and personal calls made.
- Have tried to contact last year's supporters in person
- Limited ROI from emails

Sponsors:

- \$100 Dr, Kabot, \$100 Miners Den, \$100 Meijer
- Verbal – 3 others considering

Donors:

- Planet Fitness
- Royal Oak Golf Center
- Dessert Oasis
- Mojo in the Morning
- Coffee Basket (Christie)
- Meijer
- Help needed
- Have not been able to visit all supporters from last year
- Ideas?

Decorations:

- Tablecloths purchased

Food:

- Poster says Light Refreshments & Hors D'oeuvre – need to agree upon a number to plan for, last year apparently ~75 students, ~225 others i.e., 300 in total and what can be provided in a cost effective way.
- Victoria and I discussed either having two categories for sign up genius – savory / sweet Or dessert only and purchasing the savory side.
- Some snacks are available from marching band supplies – need to quantify
- Terri Farley has coffee and sweetener – need to quantify

VI. DISNEY 2020 STATUS – Jon Liu

- Will order 150 shirts based on 138 travelers. Will charge somewhere between \$8-10 for an extra if desired. Do not have full list of student sizes. Will improvise based on known size distribution. Have one sponsor willing. Shirt order to be placed first week in December. Based on early quotes, 150 shirts would roughly be:
 - Triple Thread: \$1133
 - Top Cat: \$1087.50
 - DunMore: \$1050
 - GT Jerseys: \$997.50Final art and size distribution would be necessary for accurate final quotes.
- Will distribute updated departure processes and FAQ to board, committee and directors
- Have not heard from four chaperones.



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VII. COMMUNICATIONS REPORT – Beth VanDerwill

- **11/1-17: Poinsettia Sale:** Beth has copies of Poinsettia forms (40 gave to Dave on Friday)
- **12/3-12/4: Winter Concerts**
 - Dave & Albin - Please send your Winter Concert Program details to Beth ASAP (by 11/22/19). I will send you a template so you'll know what is missing.
 - Band Concert - Beth will bring the programs at 6:15pm. We need another band volunteer to help set up a Booster table, banner, pass out programs, collect donations (cans)
 - Orchestra Concert - We need Orchestra volunteers to get leftover programs from the Band concert, set up a Booster table, banner, pass out programs, collect donations (cans)
- **12/12: Barnes & Noble Fundraiser:** Do B&N chairs need anything printed or posted in announcements? Feel free to post/promote on our FB group.
- **12/14: Royal Oak Jingle Lighted Parade:** Map with details about meet up area, and how to "glow" is needed for MB. Beth can make/promote this map, but she will need info.
- **12/19: Jingle Bell Jazz**
 - Let Beth know when volunteers/donations sign up genius is ready to be posted
 - Beth has copies of JBJ flyers (50 color). Flyer and sponsor/donor form are on the website.
 - Beth will be working on a JBJ program. Please get sponsor info/ads and anything else you want to see in the program to Beth
- **Constant Contact Reminder:** Anyone who would like their event info posted in the weekly announcements or on the website, email: bvanderwill@yahoo.com by Sundays at 5pm.
- **Google Drive Reminder:** Please upload all your event files (planning docs, sponsor lists, flyers, ads, etc.) to the G-drive so we have copies for the future. If you need help, ask Beth.