



EXECUTIVE BOARD MEETING MINUTES – DATE: NOV. 1ST, 2018

Attendance:

President – Peggy Mercereau
Vice President – Valerie Costic
Treasurer – Gretchen O’Kane
Co-Treasurer – Jessica Munley
Marketing Chair – Andrew Rose
Corresponding Secretary – Jennie DeVitto
Recording Secretary – Lu White

Upcoming dates to note:

Nov. 13th – Ladies Luncheon meeting. Peggy to send out email with location and time. (Possibly Starbucks or Panera. Free coffee for all attendees!)
Dec. 12th – 7:30pm Executive Board meeting @ Valerie’s house. (\$20 white elephant gift exchange!)

Topics of discussion:

- Financial Update – see attached. Gretchen will follow-up on Buc Stop profit to date.
- Restaurant Fundraisers
Valerie still going strong with various restaurant fundraisers. (Thank you Valerie!) Coming up next will be Surf Taco, Nothing Bundt Cakes, Jersey Mikes and Corner Restaurant. She will follow-up with the restaurants that have already participated regarding possibly incoming checks.
- Teacher Appreciation Dinner
Gretchen obtained the Sign-Up Genius template from Jackie Mery and will review to see if we can use it for the upcoming appreciation dinner on Nov. 14th. The goal is to have the electronic sign-up ready to go out in this Sunday’s Constant Contact, and then start blasting through social media, as well as ask Risa to tweet and teacher class advisors to pass through their parent/guardian email distribution lists. It was decided if not enough food is donated, the BBF will pay to have food catered.
- Football Mania
Andrew advised we made roughly \$1700 in profit. (That figure is from my memory since I missed writing down the exact number.) The Board consensus is that the BBF needs more help from RBRHS to help promote these types of fundraisers. We have said it before and will continue to say it. We need RBRHS to help us help them. Other schools in the area have run this same fundraiser and because of their school’s assistance in advertising and getting the word out to parents and guardians, the results have been larger profits for giving back to the school.

Gretchen provided an example mailing that the Middletown South PTO sent out in August to its parents/guardians. It included a solicitation letter advising how to become a member, raffle



tickets, a list of scheduled fundraising events, etc. Valerie to reach out to Middletown South's PTO for feedback regarding what type of response South received from that mailing. Perhaps it might be something the BBF can do if RBRHS is willing to help. BBF would provide the school with the envelopes already stuffed/stamped and all the school would have to do is address the envelopes and drop in mailbox.

- Social Media Clarification

Andrew advised any info we want put out on social media should go through Amy Byrnes, with a copy to Mary Beth for Constant Contact. Any info we want updated or uploaded on the BBF website should go through him.

We also discussed moving the BBF website to a new content management system called WordPress. There was talk about finding out if perhaps a student in the IT Academy might be interested in taking this on as a project. Andrew to reach out to Adrian Wilkins at RBR for feedback.

We also discussed purchasing a TV monitor and placing it in the Buc Stop to promote/advertise BBF events. The monitor would be placed in the window facing the outside of the store and would include pictures of students and teachers as well. Andrew to contact Billie to discuss.

- Teacher Grants/Bus Money

Confirmed the BBF will provide a maximum of \$3,000 to RBR this year targeted specifically towards student class trips. This money will be part of the overall 2018-19 teacher grants (targeted somewhere around \$6,000) and not in addition to.

- Nicki Francis Drug Talk Program

Possible date for this presentation is Nov. 27th. Peggy to follow-up with Lori Todd on getting it scheduled. It was thought that it might be better if Nicki gave the talk to freshmen and sophomores first and then juniors and seniors later in the same day.

- McLoone VPA Fundraiser

Peggy advised she emailed Tim McLoone and Adam Recktenwald simultaneously and received feedback they are both open to making this event happen. Tim expressed sometime in February, after Super Bowl season, would work best with his schedule. The event would be held at McLoone's Supper Club in Asbury Park. Peggy to follow-up with both gentlemen on nailing down a date and obtaining ticket pricing details. All production/performance details would be left for Tim and Adam to decide.

- Parent University

This is an initiative Lou Moore is sponsoring. In addition to getting parents/guardians excited about technology, he would like to bring in guest speakers as well, one of which is Jeffrey Robbins, Esq. He has asked the BBF help support advertising/promoting the event.



- Ladies Luncheon

Next meeting on this topic is scheduled for Nov. 13th. Peggy to send out an email with time and location. (Possibly Starbucks or Panera. Free coffee for all attendees!) Gretchen graciously agreed to let the BBF use her home for staging and storage of gift baskets.

- Ad Journal – solicitation letter complete. Still working through distribution.

- Cornhole Event

Date will be March 30th, 2019 @ Monmouth Park Racetrack, 2nd floor grandstand. Entry Fee: \$70 per 2 person team. The event will be run by Kevin White. All proceeds benefit the BBF. BBF will need to heavily promote the event.

- Randy Levin – “Preparing for College”

Peggy advised Randy is scheduled to give his presentation at RBR on April 16th, 2019. BBF to help promote his book and CD leading up to the event through constant contact and social media.

- Women & Engineering

Teacher, Ashley Studd, who received a BBF grant to attend a Women & Engineering seminar last year, expressed interest in speaking at one of our meetings about what she learned at that seminar and how it is benefiting her RBR students. It was discussed to possibly have Ashley talk for a few minutes at either the Ladies Luncheon or at one of the Guidance meetings the BBF co-hosts. Lu to reach out to Andrew Forest to see if Andrew would be willing to speak as well about a seminar he attended a few years back also funded by a BBF teacher grant.

7:30 PM

Red Bank Regional Education Foundation, Inc.

10/31/18

Balance Sheet

Accrual Basis

As of October 31, 2018

	<u>Oct 31, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
TRCB Raffle Acct	9,308.57
Two River Community Bank	<u>38,093.15</u>
Total Checking/Savings	<u>47,401.72</u>
Total Current Assets	<u>47,401.72</u>
TOTAL ASSETS	<u><u>47,401.72</u></u>
LIABILITIES & EQUITY	
Equity	
Fund Balance	110,047.22
Opening Balance Equity	20,944.53
Unrestricted Net Assets	-83,024.53
Net Income	<u>-565.50</u>
Total Equity	<u>47,401.72</u>
TOTAL LIABILITIES & EQUITY	<u><u>47,401.72</u></u>

7:30 PM

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Profit & Loss

Accrual Basis

September through October 2018

	<u>Sep - Oct 18</u>
Income	
Fundraising Income	<u>12,182.23</u>
Total Income	<u>12,182.23</u>
Gross Profit	12,182.23
Expense	
Fundraising Expense	26.78
Program Expense	12,902.83
Reconciliation Discrepancies	<u>0.10</u>
Total Expense	<u>12,929.71</u>
Net Income	<u><u>-747.48</u></u>