

Heritage High School Drama Boosters Association
Board of Directors Meeting Minutes
Black Box
Wednesday, October 5, 2016
7:00pm

Board Attendees

Julie Sisson, President
Susan Leone, Vice President
Michelle Saville, Vice President
Cleopatra Burke, Vice President
Leanne Littman, Treasurer
Monica Schnicke, Secretary
Mike Hogan, At-Large Director

Other Attendees

Angela Ramacci, Drama Director
Ross Armstrong, Assistant Principal

Apologies

Jack Krimmel, Choir Director
George Herrmann, Band Director

Call to Order

Ms. Sisson called the meeting to order at 7:05 pm.

Approval of September minutes as written.

Ms._Leone_motioned, Ms._Saville_seconded. Motion carried 5, 0, 2.

Treasurer's Report

Ms. Littman, Treasurer, reported. \$34,xxx.00 is the account balance. \$7450 is pending or to-be-deposited. There are 32 booster members; the next task is to collect their shirt sizes (as part of their membership benefits).

Officer Reports

President - Julie -

*The December Booster mtg must be moved to Dec 14 from Dec 7 because the 7th will be during Hell week. We will revisit this as the date gets closer to see if we need 2 brief meetings to assist in final needs for ACC (as per Mr. Hogan's suggestion).

*The Banquet date will be Friday June 2, 2017 at Rivercreek at 7pm. More details coming later.

*We discussed advertising allowed in our performance programs. Mr. Armstrong confirmed there are to be no ads related to: alcohol, drugs or guns.

Julie and Leanne - All booster members signed the conflict-of-interest statements in the meeting. The secretary (Monica Schnicke) will keep these statements with other documents.

VP - Volunteers - Michelle Saville

*Michelle made a chart of all the parents of students involved in the performance and what they can/are willing to do. Ashley Ellison is a designer; Kaleigh Mullins - her mother (?); 1 parent has access to a good design program but no time to create right now.

Mike Hogan -

Presented info he gathered on Wufoo - it will cost \$260/yr. We voted to move forward with signing up for this program: Leanne motioned, Susan seconded the motion. Motion carried, 7, 0. Wufoo will be used for: individuals writing content for ads for programs and paying for it; kids writing bios; selling pies on it. Julie added that a button will be put on the Heritage Drama website page that will direct visitors to Wufoo to complete those tasks.

VP - Fundraising - Susan Leone

*Burger-Fi - we can get 10% of total revenue - events must be on weeknights (5pm-close) and they need 1 week notice - we agreed on our first date for this: Thursday October 27. Mr. Armstrong said it will be announced at school; he will support advertising the event to students.

*Mom's Apple Pie - Delivery date will be Nov. 21 or 22 - pick-up approx 3-7pm - add curbside pick-up too.

*Chick-fil-A - Fundraising date: Wednesday Nov. 9th. Ross Armstrong shared that HHS works with CFA on the Leadership Academy and our contact there is Danielle O'Dell.

*Chipotle - Fundraising date: Tuesday, Dec. 13th.

*2017 will be revisited later.

*Susan will work on the pie form, updating it with new info and sending it to us for review.

*Susan also sent a request for \$ and food to Wegmans; the fact there are many HHS students working there may help.

VP - Advertising - Cleopatra

*Will pursue Amazon link. Do we want it on both the website and FB? Tabled.

*Discussed images for the poster.

Old Business

*Ms. Ramacci said that she received notice that the glow-in-the-dark bands were delivered to her home today. Plans are to use them in some capacity Thursday pm.

*Ms. Ramacci would like 50 copies of bookmarks made (totaling 150 bookmarks) for advertising Thursday pm. A cost under \$50 is preferred. Mr. Hogan said he would be able to do this at no cost.

*Leanne reported that Ticketleap was almost done. She just needs the finished poster and to know whether we need impaired seating.

*Logo - agreed that buying the rights to the logo was safer than risking legal issues. Cost is \$250. Julie moved to motion. Leanne seconded. Motion approved, 7, 0.

*Ms. Ramacci - VHSL (VA High School League) - Oct. 22 - Students arrive from 8:30-9am; performances start at 10am; there are only 3 schools (including HHS); the top 2 go to Regionals; our piece is an original piece written by one of our students; 4 judges; 1 meal; kids: usually about 20 per school; Volunteers needed: 10 + hospitality room. Parents of HHS kids involved will be approached re: volunteering.

New Business

Approaching...

*Ms. Ramacci reported that Rock Ridge uses weebly to trick out their website. We agreed it might be smart to have a look at what they have done to see what might be possible for our site.

*Leanne graciously volunteered her brother's photography services so we can have photos taken during rehearsal to use for advertising (for free!). He works for the Capital Weather Gang!

*Ms. Ramacci requested names of local retirement/nursing homes for outreach purposes in hopes of advertising and selling tickets to this group. The following facilities were named: Spring Harbor, Ashby Ponds, Eagles Landing, Sunrise....

*Ms. Ramacci asked us to think about a promotion the would encourage viewers to attend both ACC weekends at HHS. Tabled.

*Ms. Ramacci approached the Boosters about whether it might be possible for a student at HHS to set up a donation table for a charity at our performances. This issue was discussed. There does not seem to be any rule against this. No clear decision was made. Perhaps knowing the charity proposed might make a difference?

*Susan Leone is in a performance of Little Women for the Sterling Playmakers in November!!!!

Directors' Reports

Angela Ramacci, Drama Director, reported. See above.

Next Meeting: November 2, 2016.

Adjournment: Meeting was adjourned at _9:34 pm.

Addendum: Since October 5, 2016:

Julie attended the PTSO mtg on 10/6/16 and found that they don't do any fundraising at the level we are doing it, so there will be no date conflicts with them. Members were excited to hear we were doing the pie sale again this year. Mr. Adam indicated he would include the info in his Weekly Roar for as many weeks as we want.

Chick-Fil-A fundraiser held on Wednesday Oct. 12, 2016; it was an all-day event.

Susan updated info on Mom's Apple Pie fundraiser. Pies will be delivered to us on Monday, Nov. 21. Deadline for turning orders in is pending.

Susan has set up our first Burger-Fi spirit night for Thursday, Oct. 27 from 5-10pm.

Susan has been in discussions with Chick-fil-A about our next spirit night. Final date is: Monday, November 21, 3 - 9pm. *****It is now an ALL DAY event and YOU MUST MENTION HHS DRAMA/THEATRE program.*****

Chipotle spirit night will be: Monday, December 12, 5 - 9pm.

Susan reports that Chick-fil-A and Burger-Fi have agreed to place an ad in our ACC program; paperwork still needs to be completed once it is ready for public use. Chipotle may also be a yes here with a nudge once paperwork is ready for distribution.

Mom's Apple Pie info:

*Minimum order is 175 pies

*Orders need to be in 10 days prior to delivery day, which would be Nov. 11th.

*We are permitted one add-on order up to 48 hrs before delivery.

*Delivery will be on Monday, November 21.

Per Mom's: We do not guarantee delivery times! ***There is a 2 hr (+/-) window on all deliveries.***

*Questions - What time should we schedule delivery?
How early can we get in cafeteria?

*Can we attach Chick-fil-A spirit night info with Mom's Apple pie fund raiser???

Julie confirmed our participation in the Leesburg Halloween Parade (10/31/16). Roads will be closed at 5:30pm; all participants must be at Ida Lee by then. Participants need to bring a food donation and we will need to supply candy to hand out.

Ms. Ramacci completed the poster for Heritage Theatre Dept tee shirts sales.