

Sycamore High School Vocal Boosters

Meeting: November 24, 2014

6:00 – 7:00 p.m. Choir Room

Attendees: Ken Holdt, Julie Miller, Sarah Carl, Dan Carl, Amy Rosenberg, Jackie Lombardi,
Marianne O'Leary

MINUTES

Item: Secretary Report

Presenter: Marianne

Minutes from October 27, 2014 meeting approved as submitted.

Item: Treasurer Report

Presenter: Dan

1. The ending balance of the Boosters checking account as of October 27, 2014 is \$12,316.27;
 2. Approximately \$3,454.94 in electronic funds currently in the Paypal account needs to be transferred to the Boosters checking account;
 3. Money in the Paypal account will be transferred to the Boosters checking account within one week after a choral event.
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Item: 8th Grade Open House

Presenter: Julie

1. The 8th Grade Open House occurred on November 12, 2014;
2. Postcards were mailed to current 8th grade Choral students;
3. The Open House was well-attended and there appeared to be a lot of interest in the Choral program;
4. Ken would like to order aveschoir.org business cards for next year.

Item: Checking Account/ATM card

Presenter: Ken

The Board previously discussed and decided that there would be no ATM card associated with the Boosters' checking account. However, Paypal bills through ATM cards. After discussion, it was decided that an ATM card be obtained for Paypal only. The ATM card will not be used for any other reason. A cap limit will be placed on it.

Item: Website

Presenter: Ken

1. Each Board member has a separate email account in order for members to communicate with us through the website. Ken will set up and send passwords to the Board members;
 2. It was noted that the link to the Aves Choir Facebook page is not working. Ken will fix the problem.
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Item: Patron Drive

Presenter: Ken

Typically the Patron Drive is done at the beginning of the school year. However, due to the setup of the new website, the Patron Drive was set aside. The goal is to set up a Patron page on the website so everything can be done on-line. After discussion, it was decided that due to the upcoming holidays, it is probably not the best time to start the Patron Drive. Ken will solicit past patrons and let them know that it will be set up on the website eventually. Ken will announce the Patron Drive at the Spring concert.

Item: Marketing the Choral Program

Presenter: Ken

Ken is exploring options regarding marketing the Choral program - such as sending postcards to prospective students, and personalized emails/letters to students based on what they have participated in and applied for, etc. He met with Steve at Allegra to look at ways to market and create a database. Privacy issues will need to be looked into.

Item: Upcoming Events

Presenter: Ken

1. Winter Concert: the Winter Concert is scheduled for December 4, 2014. Ken will send out a reminder email. The sophomore parents are in charge of this event. The Sign-Up Genius will go on-line on November 25th;

2. Cabaret: auditions for Cabaret will take place during the week of final exams. Ken will choose an exact date and send out an email before winter break;
 3. Choir Trip: Jackie Lombardi put together a choir trip to Kentucky Kingdom. The trip will take place on May 2, 2015. The cost will be \$50.00 per student, which includes tickets, transportation, all-you-can-eat buffet lunch and drinks. Students will have to pay for their own dinner. Busses are scheduled to leave at 8:00 a.m. and return to the school at 8:00 p.m.;
 4. Disney: Ken will announce at the Winter Concert a trip to Disney World scheduled for November 11 ó 15, 2015.
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The next Vocal Booster meeting is scheduled for Monday, January 26, 2015 at 6:00 p.m. in the Choir Room.