



Kentridge High School Booster Club
12/19/13 KRHSBC Planning Meeting Minutes

Attendees Cameron Thompson, Kim Kaiser, Al Waltner, Lynda and Rob Holman, Todd Smith
Notes

- **Lessons Learned from 1 Green Planet Fundraiser**

From Al:

- ✓ **Problem:** The public was sometimes confused about or not aware of who sponsored the event and that donations would be accepted to support KR athletics and activities.
- Fix:** Improve the signage we used during marketing. Also provide signs at the event, e.g. “Donations Accepted to Support KR Athletics and Activities.” Note that a comment was made at the meeting that using the word “fundraiser” during the marketing effort can have the effect of discouraging people from attending.
- ✓ Need more cans and people collecting money.
- ✓ Set up trucks farther from parking lot entrance.
- ✓ Need more booster team participation.

From Kim:

- ✓ Need better method of providing paper flyers to Boosters for distribution.
- ✓ The sports banquets were a great venue for distribution of flyers.
- ✓ The parent teacher conferences were a great venue for distribution of flyers. We should always target these school wide events for marketing.
- ✓ Difficult to know where flyers were physically posted and where virtual announcements were posted unless volunteers provided feedback to me.
- ✓ Large stores will not post flyers. Other businesses must acquire approval from management, who usually is not present in the stores on the weekends. I requested from the lady who directs the musicals, her list of businesses who will post flyers. I tried to follow her “footprints” when I visited businesses.
- ✓ Michelle Barringer, supervisor of DECA and marketing teacher, had her students post our flyer on several virtual reader boards. I requested the list of web addresses.
- ✓ Cameron and I are building a marketing list that so far includes elementary and middle school contact info and all of the KR contacts to make use of the various school “advertising” forums (daily bulletin, newsletter, web site, etc.).
- ✓ There is general consensus but no evidence that 1 Green Planet’s bulk mailing to the neighborhood was instrumental in bringing the large number of people to the event.

- **Another 1 Green Planet Fundraiser**

- ✓ Because of the success of the event and ease of the logistics, the planning group agreed we **should host another 1 Green Planet fundraiser in late April/early May**. Many of the people dropping off items enquired when the next event would be. Also, the 1 Green Planet coordinator suggested that events in the same area should be planned every 6 months to give people sufficient time to build up a supply of recyclables. Note that Lake Youngs Elementary will be having an event in January.
- ✓ **Next step: We need to decide on the date** and book it with 1 Green Planet. We need to avoid conflicts with other events such as Track’s car wash fund raiser.

- **Thunderbirds Hockey Ticket Sales**

- ✓ Todd Smith is spearheading the winter fundraiser of selling Thunderbird Hockey Tickets.
- ✓ Refer to 10/16/13 minutes regarding earlier discussion.
- ✓ Todd has generously offered to reach out to his hockey community including the use of his social media audience. (Todd is also a featured writer for Sonics Rising.)
- ✓ Todd also suggests there is potential in leveraging corporate donations.
- ✓ Todd spoke about King 5 featuring Kent as the “Have Not School District.” Kent is one of the fastest growing districts for free lunches, yet the plummeting of estimated property

taxes will produce a marked shortfall. In that light, KRHSBC efforts are an attempt at filling the void left by budget cuts. He sees an opportunity for promoting support for our schools with a secondary event at the hockey game, an open house where the public could ask questions about the levy and other issues of Kent School Board and city council dignitaries. This may open up the fundraiser to other schools including feeder schools. Involving the whole school district in the ticket selling campaign via sponsorship of boosters, may provide a larger profit on each ticket sale (\$20/\$24 for whole district vs \$10/\$24 for one school).

- ✓ Todd thought there may be the possibility of TV coverage of the event.
 - ✓ Other ideas include door prizes such as free skate tickets to Kent Valley Ice Centre, pucks, T-shirts, Zambonie ride.
 - ✓ Selling tickets by the KRHSBC member groups could be motivated as an incentive program with earnings prorated according to member group sales. When buying tickets online, one selects KR in the process. The receipts of sales would be turned in to KRHSBC to record credit for the competing member groups.
 - ✓ Additional notes: arena holds 6K attendees; T-birds are good this year; a reasonable goal might be to sell 150-200 tickets.
 - ✓ Al suggested that he may promote the event for Track as a team building night instead of a fundraiser. There is also the possibility of having a tailgate party.
 - ✓ Timing considerations: Winter sports continue through the beginning of February. Spring sports teams meet during the first week of February; Levy vote estimated at mid February; hockey season ends in February with play-offs in March and April; Presidents' week school break = February 15-19; ticket sales marketing window = 4-6 weeks. **Given the marketing window needed, the best available dates were Saturday March 1 against Portland and Friday March 14 against Portland.**
 - ✓ **Next steps:** Cameron and Todd are in discussions with the Thunderbirds. Todd is working on a plan for the event including required budget.
- **Member Group Allocations of Proceeds from Fundraisers**
Discussions are underway on an allocation scheme that considers benefits for KRHSBC membership as well as participation in specific fundraiser events. The group agreed that \$1000 of the \$23XX proceeds from 1 Green Planet is a reasonable amount to retain for the core booster club to start growing a reserve for future printing and marketing efforts.
 - **This meeting did not constitute a quorum, therefore, no decisions were final.**
 - **Next Planning Meet = Thursday, January 9, 6 PM, Wild Garlic Restaurant in Fairwood**
 - **Next General Meeting = March 5**

Corrections and additions are always welcome.

Kim Kaiser, KRHSBC Vice President

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