

**Monte Vista Keynoters Booster Club  
Membership Meeting Minutes  
5-13-09**

Meeting was called to order at 7:10 pm by Lindy Fay.

The April 23, 2009 MV Keynoters Booster Club Membership Meeting Minutes were passed around to the group. No changes were noted.

No Director's Report as Mr. Clloyd had another event to attend tonight.

**2009-10 Budget Review - Jim Glowniak:**

There are 2 budgets associated with the Instrumental Music (IM) program: the IM budget, which Keynoters does NOT approve and the Keynoters budget, which is what Keynoters DOES approve.

- IM Budget (ASB account) –This is Mr. Clloyd's budget for the program (note: there is no funding from the school district for this account.) The total budget to run our high-quality music program is \$100,000 and includes expenses such as:
  - Transportation
  - Coaches
  - Equipment
  - Music
  - Competition fees
  - Colorguard
  - Area Band Festival
  - Conferences
  - Supplies

The total amount will be funded in 09-10 through (illustrated in pie chart handout):

- 70% through participation fees
- 30% through Keynoters fundraising
- Keynoters budget – This is Keynoters' fundraising budget detailed in Keynoters Budget handout
  - Donation of \$30,000 to IM Budget
  - Fundraising expenses, such as cost of Spring Fling, etc. (\$17,000)
  - Student Support expenses, such as scholarships, camps, food (\$5,000)
  - Services and Administration – misc. expenses directly related to Keynoters.(\$2000)

The total amount needed to be raised for 09-10 is \$54,000.

**Discussion Items:**

- Reserve:
  - Last year, we carried over \$46,000 as our reserve. The original purpose of the reserve was to cover the director's salary for one year if the district cancelled it, but that is not nearly enough and isn't really the reason now.
  - Part of the \$46,000 reserve is money earmarked for Marching Band uniforms, which is a large expense every 8-10 years. \$2000 has been earmarked each year in both the Keynoters budget and the ASB budget for uniforms. For Keynoters,

- this money is not in a separate account, but in ASB it is. Some discussion about putting Keynoters earmarked funds into a separate, interest bearing account.
- What is the right level of reserves? We agreed it is for instrument purchases, etc. if for some reason, Keynoters cannot fundraise. So reserve should cover Keynoters operations (around \$30,000)
  - Fees: We are moving towards having the IM budget mostly paid for by fees rather than fundraising. For
    - Fee for anyone enrolled in the IM Program will be \$450. (Sibling discount not discussed, but to be determined) This is enrollment in any regular school day class and includes participation in Marching Band or a second class.
    - Fee for Marching Band only is \$300 (only 1 semester credit)
    - 08-09 fees covered 36% of costs, for 09-10, the fees are set to cover 70% of the ASB budget. We plan to phase in to have fees cover 100% of costs so that fundraising can target specific long-term needs.
    - We have done benchmarking and our fees are still lower than many schools.
    - Keynoters membership will be \$50 rather than levels. These can be paid through the Keynoters webstore.
    - Class fees are not paid online; forms are handed out at the beginning of the school year.
  - Fundraising costs are high relative to the amount earned, specifically for Spring Fling
    - We and Mr. Cloyd want to continue to have Spring Fling be a nice, more formal event.
    - Tickets were intended to cover food and facility, but didn't actually cover it (we needed a higher number of attendees to meet minimums)
    - Some expenses need to be renegotiated, but some are fixed (such as the percentage we pay to the online auction company)
    - Actions for next year:
      - Consider other venues, such as country clubs.
      - Look for other ways to increase donations at the event (such as raffles)
      - Formalize subcommittee and have reports to the board – get the board more involved in the decision making early in the year.
      - Set date and venue EARLY – in order to get corporate donations (which take time) we need forms with date and venue on them.

Christine Sharrock moved to approve the Keynoter budget to donate \$30,000 to IM budget (ASB account) Deb Collyar seconded and the motion passed.

### **2009-2010 Board Elections – Lindy Fay**

The following slate was presented to the membership

- President – Bob Collyar
- Vice President – George Corona
- Recording Secretary – Sandra Chiang
- Communications Secretary – Nan Musso
- Treasurer – OPEN

Lindy Fay moved to elect the slate and Mimi Hui seconded. The motion passed.  
Congratulations one and all!

The Treasurer position is still open, requiring skills in basic finance (tax returns, state reporting, some investment skills). But the treasurer position has moved away from being transaction based (most expenses are handled by the school's bookkeeper for the ASB account)

### **Upcoming Events**

- Jazz Showcase 5/15 7:00 p.m. – all IM families are invited
- Concert on the Green 5/30 – 11:00 a.m.
  - Canopy is reserved, costing around \$600, and will be billed to ASB account. Will be set up starting at 8:00 a.m.
  - Flyers were handed out for distribution in local businesses and volunteers will get the concert announced in middle school bulletins.
- Bowl-a-Thon 5/19-5/21 4:00 – 6:00 p.m. Signups are in the IM room for students to pick their day (max of 24 students per day). We need chaperones for each day – Nan will send out information and request for chaperones.

### **Other Business**

On the Monte Vista Website, there is a note to visit booster websites. Keynoters is listed there as just Keynoters. Bob Collyar will contact MV tech and ask for that to be changed to: Instrumental Music Boosters (Keynoters)

### **Volunteers – Nan Musso**

Nan reviewed the ongoing list of volunteer jobs, which have some names filled in. Charts will be updated and put on display (for more volunteers!) at Concert on the Green. Some ideas discussed:

- Fundraising job of restaurant nights – lots of restaurants offer this, so we could do one per month at around the same time and publicize it that way.
- Class parent / Head Chaperone – lots of discussion on how to handle this because it looks like duplicated effort. The group discussed having the class parent take on more potential roles, and that then the Head Chaperone would be more of a class parent coordinator. This will need to be discussed with Mr. Cloyd.
- Sponsorship – This was not on the list, but was roughly defined as getting local businesses to directly sponsor IM in return for publicity such as acknowledgement in concert programs, etc. This differs from Spring Fling solicitations because this is not event oriented. George Corona agreed to take this on and further define it.
- Community Outreach – Some discussion on how this differs from Publicity. Publicity is putting information into the MVHS Daily Bulletin and local papers. Community outreach is about building long term relationships with local businesses and the community, for example having a band play at a community event.

The meeting was adjourned at 8:25 p.m.  
Minutes submitted by Nan Musso