

Westgate Events and Fundraising Committee Meeting

Tuesday, February 26, 2019 – 8:15am

Events and Fundraising Overview

- ALL COMMUNICATIONS—FLYERS, GRAPHICS, NEWSLETTER BLURBS, ETC.—must be sent to events@westgateschool.org for review and approval before being posted or printed and shared. (Facebook posts to the parent or committee pages are exempt from this.)
- Our main point of contact with Admin when questions arise is Teri Garrick: teri.garrick@westgateschool.org however, please also copy events@westgateschool.org on emails to her. Thank you!
- Please track details of events as your committee works on them—dates and times, equipment and facilities needed, money needed and by when and how spent, and any services are needed of any staff member or teacher. This will help us get more efficient year over year.
- Our Events newsletter goes out every third Friday. Please send details about your events to events@westgateschool.org by **Wednesday** to be included in the following Friday's Events newsletter.
- To have your flyer or event posted to the Events Committee web page on the WG website, please send to events@westgateschool.org. Please save all flyers as PDFs and include the dates they should be posted.
- Parent volunteers can create events on the Parent Facebook page! If you want something created as a public Westgate event, send to events@westgateschool.org. Flyers and announcements can be posted on the Parent Facebook Group by any committee member!

New Business

Need a co-coordinator for teacher conference meals (March 21 and 22, June 4)

Duties include: deciding on what to feed staff for conference meal days (potluck, order food, etc.); setting up SignUp Genius for parent potluck; ordering / purchasing food (working with Teri/Chelsea to find out donation amounts available to spend); being available the day of as needed to set up and/or clean up (or making sure that volunteers have signed up for these duties)

Room parents

Betsy Roberts has been working on this idea introduced earlier to have room/pod parents to help our committee reaching parent volunteers at each level. We have received input from Sharon that we need to bring this idea to the teachers directly to get their input. Will look into attending a team lead meeting in the future to discuss.

Recap of Recent Events

February 4–8 – Book Fair

- Coordinators: Brandi Stanton and Erika Strauss
- We are looking at a different system of working with Scholastic in the future, and also Barnes and Noble fair
- Initial reports show that the event this year brought in @ \$2400 in sales. Great Job everyone!

Admin Discussion / Updates / General Questions

Open for general questions / discussions with Admin:

- **Spring Carnival -**
 - How to pay for liquor service? (Cannot use school funds, right?)
 - The team decided not to pursue a liquor service at the fair. The costs vs expected return do not make it worth the investment.
 - We do want to do teacher time as a raffle again. School license needs renewed for \$100.
 - Should one of us go to an upcoming teacher meeting to present a teacher time list?
 - Baskets - where to collect / store items?

- Okay for Pam to ask teachers to choose a theme via SignUp Genius over email?
- Confirmed with tri-county health that we do not need food license to handle any food!

When coordinating an event, please reach out to Teri Garrick for any money or admin related questions: teri.garrick@westgateschool.org and copy events@westgateschool.org. Or, bring the questions to the monthly meeting to discuss with admin!

Upcoming Events for Discussion

March 21 and 22 – Teacher Conference Meals

- Coordinators: Candice McNair and (need co-coordinator to help)
- Betsy has been in touch with Olive Garden - They will donate salad and breadsticks, we will order/pay for pasta. Candice looking into additional GF options.
- Considering a “build your own sandwich” potluck spread for the other day.
- Also plan to do a bagel donation the morning of the “build your own sandwich” day.

May 6–10 – Teacher Appreciation Week

- Coordinators: Jessica Tilley and Betsy Roberts
- Staff gratitude survey has been sent out via admin and posted online
 - We previously discussed what the teachers really liked; considering offering a night out (possibly at brewery and with spouses) and providing them free childcare for the night out
- Need more donations if possible.
 - Gift Cards of any variety
 - Restroom Stuff (for “deck out the teachers restrooms”)
 - Toiletries
 - Furniture of some type to hold the bathroom toiletries
- Jessica needs more volunteers Sign Up Genius coming soon.
- Food and other fun things happening each day of the week:
 - Monday - bagels, ham, cheese, fruits
 - Tuesday - Snack Cart, Random Snacks
 - Wednesday - BallPark themed food - deck out bathrooms
 - Thursday - Hotdogs, pretzels
 - Friday - Coffee, Muffins - personal gift(s)
 - Need suggestions for what teachers would appreciate receiving. Discussed personalized stationery, totes, mugs. Ideas/suggestions from the staff are appreciated!

SPRING CARNIVAL

May 11, 4–7pm – Annual Spring Carnival

- Coordinator: Kristin Briggs / Auction coordinator: Tara Feimster
- **Important: We need to work up an estimated budget ASAP**
- Being held off-site this year at Al Lesser Building, Adams County Fairgrounds
 - Cash bar - need to discuss cost and logistics (recommend only beer and wine)
 - The team decided not to pursue a liquor service at the fair. The costs vs expected return do not make it worth the investment.
 - Consider coordinating with Uber/Lyft. Or at least promote using these services for the folks who might want to enjoy the adult beverages that will be available.
 - N/A since not doing adult beverages.
 - Looking into: paid (or donated time) more professional face painting; paid (or donated) photo booth
 - The team wants to do this. Considering having two face painters, and including face painting with admission. We also agreed that the photo booth would be fun. Looking in to options.

- **THEME: Sports**
 - Use Fun Services to cater “ballpark” food (hot dogs, nachos, cotton candy, etc.)
 - Need to discuss meal options and costs - whether to have Fun Services actually cater OR rent the equipment and purchase food in bulk and have parent volunteers run the “concession stand”
 - The team agreed that leveraging fun services for as much of the food service as possible is the best approach.
 - If we self-run a “concession stand” we could consider additional related food trucks—Kona ice, bratwursts or BBQ?—unsure if this is possible at the location
 - Idea: high schoolers dressed as “ballpark” vendors w/ trays of popcorn, etc. (school has popcorn machine)
- **FOR DISCUSSION:**
 - Online auction... take live w/ paper ballots or come up with a solution for continuing to take bids via site during live auction?
 - Cost to post up to 100 items (\$30, which we did last year) **AND** transition to live event is **\$90**
 - Team agreed that it’s best to use the online auction, and take it “live” at the fair.
 - Baskets - discuss input from admin/biz office - **Not accepting ANY cash donations for baskets this year for simplifying! Donations must be physical items for the theme and/or gift cards. Cash donations can be made to “the carnival” in general still.**
 - **Admission cost of \$10 per person** (exception for kids under 2 or 3?) **plus meal ticket for \$5-8?**
 - If we self-run “concession stand” **(need to determine cost)** meal ticket would get you **either** hot dog and bag of chips **or** nachos (V and GF) **plus 1 drink** (can of soda or juice?); extra meal tickets can be purchased at the check-in table
 - If Fun Services caters, for **\$4.25/meal** they bring grills and cook hamburgers and hot dogs (we could still also offer nachos separately), and also bring chips and drinks
 - The team agreed that leveraging fun services for as much of the food service as possible is the best approach.
 - Discussed a lower price for meal tickets that are purchased in advance. (\$8 for pre-purchased meal ticket, \$10 for meal tickets purchased at event.
 - We decided to do bake sale again this year
 - Attractions - Review newest available
 - lots of sports-themed games, and some bouncies
 - need to consider space (grass vs concrete)
 - Have stage again w/ HS band(s) and Improv troupe? (If yes, we should offer them free pass to carnival in advance and give them plenty of notice! **Katie and Logan have been emailed.**)
 - Team agreed that it would be ideal to have bands and improv attend if possible. **Student performers are not charged admission!**
 - Do teacher time as raffle again with more heads up and better advertising?
 - need to make sure Michelle still has current raffle license - license for school to hold raffle needs to be renewed for \$100 fee (Michelle personal license is still valid)
 - Idea: allow people to pre-purchase raffle tix (and bake sale tix?) - only board members or chelsea or sharon can sell tix (due to Westgate bylaws), so people could preorder but we would need a system where approved persons were involved
- **AUCTION:**
 - Quantity of silent auction items to be scaled down slightly - focusing on variety in price so all who want to participate can do so. We need to review previous year’s notes as there is documentation about which items received the highest amount of bids.
 - Explain / discuss master spreadsheet — Volunteers are needed for chunks of solicitations by theme (date nights, rec centers, food, etc.)
 - **Team agreed that it’s best to use the online auction, and take it “live” at the fair.**

Misc. Fundraisers / Committee Responsibilities

Passive Fundraising

Passive fundraising web page link added to newsletter. Reminder push done early Dec for these and Box Tops - Admin did a flyer of passive fundraising (thank you!)

Spirit Wear / Cafe Press Storefront: Pam Migliore (<https://www.cafepress.com/wgcs>)

This site is fully live and ready to be used! We need to get the word out in newsletter/website, social media. A portion of proceeds on all transactions go to the school! **We need to update with new logo**

Conference Food Coordinating: Candice McNair

Sept 27–28, Dec 20, March 21–22, June 4 – Organizes food delivery and/or potluck style donations from parents using SignUp Genius for teacher conference days 4 times a year (this can mostly be done from home)

Spirit Nights Coordinator: Jillian Olson

Original Works: Tara Feimster

Box Tops for Education: Erin Frazier

Rockies Tickets: Melissa Marty

New event ideas previously suggested for consideration:

- PARENT'S NIGHT OUT (with babysitting)
- Brewery night (like a spirit night... but, at a brewery!)
- Bowling spirit night (Chippers, Fat Cats, etc.)
- Tree or plant sale (Spring fundraiser, but must order in the Winter)
- Teacher and/or parent charity concert, show, or game
- Battle of the bands inviting other middle / high schoolers in the area?
- Charity duck race down a nearby canal?
- Yard sale at the school and fundraiser with ARC afterward
- Other ideas?! **Please share!**

NEXT MEETING: March 19 @ 8:15 am (Meeting may need to take place off-site due to testing, be aware of possible location change)

2018–2019 Events Calendar—At a Glance:

- Fun Run: Sept 8
- Rockies Game: Sept 28
- Teacher Conferences (we coordinate food):
Sept 27 & 28, Dec 20, March 21 & 22, June 4
- Trunk or Treat: Oct 26
- Spirit week: November 5–9
- All School Reading Hour: Nov 9
- Holiday Shop: Dec 3–7
- Book Fair: Feb 4–8
- **Teacher Appreciation Week: May 6–10**
- **Spring Carnival: May 11**

Other / Ongoing Fundraising:

- Original Works: Aug/Sept
- Harvest Bread: Nov/Dec
- Skate City Nights
- Restaurant Spirit Nights
- Pizza Pals
- Box tops
- Longmont Dairy Caps
- King Soopers Cards
- Amazon Smile
- Cafe Press
- Grandrabbits