

Minutes for BHSN Band Booster Meeting—February 13, 2008

Attendance:

Boosters: Becky Robbins, *President*; Susan Dybvig, *Treasurer*; Darlene Pratt, *Assistant Treasurer*; Esther Smail, *Secretary*; Judy Fulford; Jenny Shedd; Terri Arnold; Sandy O'Neal; Tina Peterson; Joan Hall

Band Directors: Janis Stockhouse, Thomas Wilson

Meeting Convened at 7:05 pm

Agenda

January Minutes were distributed to attendees.

VOTE: A motion was made to approve the January minutes. The motion was seconded. A vote was taken and the minutes were unanimously approved.

Mardi Gras Recap

Jenny Shedd reported that the Mardi Gras event went well. It was suggested that we continue doing the Mardi Gras event as a fundraiser next year. Approximately \$7500 was raised. An estimated 650 meals were served from *Dats*, with not a lot leftover. Having a program was nice; the Living Statues were cool (perhaps next year, we could involve the visual arts department?). Many of the decorations can be reused, and will be put into storage. The desserts were a hit. The alumni attending, as well as other guests, had a great time. There are a few things that will need to be worked out for next year including: better scheduling of volunteer time for both adults and students; better distribution and tracking of ticket sales.

Treasurer and Financial Reports

Sue Dybvig reported that we're doing better financially. She noted the job of the Band Boosters is to help figure out how to raise funds, and the band directors decide how to spend those funds.

The Senior campaign will begin soon. Joe Hoffman and Lynn Schoch have been approached to chair the effort. It's important to continue the senior campaign and raising money for the endowment fund. It's also important to continue to reach out to student and parent alumni.

Next year there will be six home football games (vs. the four we had this year). This offers a great opportunity to raise additional money through selling concessions.

Presentation on Fundraising

Tina Peterson attended tonight's meeting. She addressed questions regarding our present, and future, fundraising efforts.

One of the future fundraising efforts we wish to undertake will be an annual appeal. Tina pointed out that traditionally annual appeals are sent out around Thanksgiving, with a follow-up letter in January or February to those who have not responded. With Marching Band ending in early November next school year, this timing would work well. (Untraditionally, we might consider an annual campaign at Marching Band sign-up time.)

When looking at Corporate Sponsorships, most of the local businesses in town are being hit up by a lot of non-profits. To be successful in garnering Corporate Sponsorships, look for a personal connection with that business: perhaps they're vendors or they have a child or grandchild in the band program.

Regarding events, most often, the profits for events are generated from Corporate Sponsorships, auctions and the like, and not from the ticket sales. Looking at *Jazz Under the Stars (JUTS)*, the Boosters should start asking now for Corporate Sponsorships. With Sponsorships, give something back to the donor that they can use, such as a table at the event. Set up levels with different things listed that their donation will "buy" as well as what they will get for their donation. Make donor cards available at the tables and have the cards be specific about how their donation may be used for (i.e, fee for trips; uniforms; etc.) Maybe make jars available for people to put cash

donations in (marching band, concert band, color guard). Perhaps we should consider having snazzy auction items at *JUTS*. (Bigger packages are better for silent auctions. For instance, bundle similar smaller items rather than sell each individually.)

As part of *JUTS*, there will be a Corporate Sponsorship committee. Joan Hall has agreed to serve on the committee.

Another suggestion is that we find a big name to MC *JUTS*. (This could also be applied for the King and Queen or MC for next year's *Mardi Gras* event.)

Invitation lists should include the alumni base in addition to the current band parents. Consider free spots on the radio for advertising; maybe try to trade a table w/Bloom magazine for an ad; don't discount word of mouth.

Judy Fulford, who is in charge of the Souvenir Yearbook, asked about good ways to approach businesses. Tina replied that it's best to hand deliver information/ad packets. It's okay to follow-up with an e-mail reminder. Advertising usually comes out of a businesses marketing budget, and it's fine to ask businesses if, and when, funds are available in their budget for ads, etc.

The Band Boosters gratefully thank Tina for her time and input.

Souvenir Yearbook

Judy reported that Ad packets will be available at the upcoming Concert band concert for distribution. Families will then be able to start selling ads. Families who do not have students in the concert bands, or who don't pick up their packets, will have the packets distributed to the students in their band classes. There is a 60-40 split on the ad revenues: 60% goes to the Band Boosters; 40% goes into the student's account. We're hoping to raise \$15,000 this year.

Directors Reports—Janis Stockhouse and Tom Wilson

Tom Wilson mentioned that information about next year's Marching Band will be going out in the mail to students and their parents at the end of the month.

Upcoming Events

February 16: ISU Jazz Fest

February 20: Winter Concert

February 22-25: Lionel Hampton Jazz Fest

April 18-19: Symphonic Band to Chicago

Other Business

Next Meeting

The next Band Booster meeting is scheduled for Wednesday, March 19 at 7:00 pm in the Band room.

Meeting Adjourned at 8:00 pm