



Home & School Club

Santa Cruz City District

Branciforte Middle School
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B40 Home & School Club Meeting Minutes

Wednesday, November 1, 2017

The B40 HSC serves the same purpose as a PTA: *“To foster opportunities for student enrichment, family involvement, and teaching success at this school.”* These goals are achieved at this school primarily via fundraising activities throughout the school year.

Attendance & Introductions: Lisa Holbert (President), Tara Guglielmo Muccilli (President), Caitlin McCord (Treasurer), Adel Bestrich, Allison Endert, Kristin Pfothenauer (Principal), Joe Hedgecock (Teacher)

Absent Tascha Haut

MINUTES REVIEW & APPROVAL:

TREASURER’S REPORT

Drive for Schools-Tara mentioned class party supplies were donated and we are at about \$5885 plus a little more to get us to \$6000 for 17/18 budget. There was a low response this year. Approximately 100 packets were returned and 25% of those had \$, and 75% returned tickets. We need to recruit a Drive for Schools lead the last 2 months of school this year. Shopper’s Corner books well in advance of desired date. Other outreach venues are Safeway and these are both lucrative endeavors and engage the community. Also, we need to incorporate “better messaging”. This campaign is \$0 cost to B40 and we get 100% of the proceeds. Best Practice Models-We would share what the money will be used for.

OLD BUSINESS:

Need a Dining for B40 liaison-we will ask Kristina M to see if she is interested.

NEW BUSINESS:

Communications-Website-Derry Lammerding, BeeLine Newsletter-Kristen Pfothenauer, Bee TV-Jessica Brooks, Facebook-Jessica Kusz

Perhaps, reevaluating the dissemination of information to create a system where the correspondence from B40 can appear to come from Branciforte Middle School, because parents are getting email from Kristin, Fe, and others, including SCCS District office. Also, all SCCS needs to identify who they are when sending texts or making calls, because

there has been confusion about which school is sending the information. Kristin will follow up with this at the district level.

We are using a new system for outreach to families and are limited to 120 characters .

February-Pledge Drive Match program. Conversation around stuffing envelope party and promotion via visuals, information and outreach to raise the donation per child. We are hoping we can increase revenue this year, and talked about models at other schools. "If everyone donates xx, no more fundraisers for the rest of the year" language.

We have earmarked funds for DeYoung exhibit and miscellaneous Field Trips to cover costs-there is a net gain of over \$100 after expenses. We need to write a letter to families asking for participation across all grade levels. All data was aggregated and there was \$250 + turned in.

Continue Discussion around field trip funds and ensuring that the **all donations submitted will be exclusively used for field trips**-we will add this language to letters in the future. Presently, there has been more money raised than cost and there hasn't been separate allocations for each grade. Rather, the field trip money goes into one collective source.

Plancha (outdoor grill) purchase-Caitlin motions for \$350 to purchase 2 outdoor grills. Joe seconds. Motion passes.

SPRINGFEST-we need a LEAD (let's pick a new/appealing title) & committee and to get started organizing this event. We will reach out to former planners/committee members to share information. Possible dates for Springfest are Friday 4/20 or 5/4. We will assess best date based on Community Events and B40 staff/ELAC availability.

PRINCIPAL'S REPORT

Kristin shared a funding request spreadsheet based on Teacher's needs. She will look at the general fund lottery money and use that and come back with a smaller, more specific list, if needed.

Fund a Need (Donor choose)-is there something specific that donors like to give. Let's explore this as a funding vehicle.

JLine Crew is booked for 3/22 (performance and talk on anti-bullying). Kristin will ask ASB to cover ½ the cost

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