

MVMA Board Meeting
November 7, 2017 - 6:30 p.m.

Attendees: Aviva Pflock, Barb Somerville, Jen VanLaningham, Robin Baker, Amy Ave, Deanna Miller, Pete Toews, Phil Forman, Lavon Peters

Aviva called the meeting to order at 6:31 p.m.

Approval of Previous Meeting Minutes

Jen made a motion to approve the October meeting minutes; Barb seconded the motion. The October meeting minutes were approved by vote.

Fundraising

- Ehrlich Cares: Barb mentioned the Facebook campaign and asked Pete and Phil to put a link on Schoology.
- Amazon Smile: Amazon is promoting Amazon Smile fundraising through “Season of Smiles”; organizations can submit stories about how Amazon Smile is helping their group. MVMA consensus was to focus on our own Amazon Smile fundraising and not pursue this.
- Wreath sales: Fundraising committee is planning to sell holiday wreaths, including at the upcoming concerts.
- Christmas tree pickup: Robin is working on the flier. She needs a list of Christmas tree lots to give fliers to pass out to their customers.
- Nonevent fundraiser: Fundraising committee is concerned about burdening families with fundraising, NYC trip, etc. This fundraiser will be postponed until April. However, Aviva asked for some cards now, for people/organizations she knows that are interested in donating.
- Raffle: Date has been extended. The company still prefers that we do a live auction instead of a raffle. Barb recommended that Jen also get a raffle license. Robin moved to approve \$100 toward Jen’s raffle license; Deanna seconded. Motion approved by vote.
- Ad sales: Barb expects to make at least \$1000 on digital ad sales (in lieu of printed ads in the program shells)
- Auditorium seat sales: Mrs. Harmon wants more info about how it would work. Barb will create a parent questionnaire to find out how much they are willing to pay for a seat and what they would expect to get (e.g., a plaque, how long, etc.). Mrs. Harmon prefers it to be an ongoing fundraiser, not a one-time thing. Pete stressed the need to follow district protocol in making inquiries related to this fundraiser (and all such activities/events). Requests should funnel through him to Mrs. Harmon, not directly to the district. [Note: Barb handed this fundraising opportunity off to Aviva after the meeting. Aviva will take over, and the Fundraising Committee will continue to monitor.]
- Prom Show: January 27; planning is underway. Nine vendor spaces still available, at \$100-\$150. Need jewelry vendors. Hair Dynamics will do hair and makeup. Set-up at 9am; tear-down at 10pm. Prom is April 7.
- Great Lakes Scrip: Discussed the need to publicize it before the holidays.

Financials

- Banking: We are considering switching from Guaranty Bank (formerly Home State Bank) to First National, for a \$2500 Prom Show sponsorship. Everyone seemed in favor of the switch.
- Fall play: MVMA sold concessions, but ticket sales were thru MVHS Theatre.
- Taxes: Being filed.
- \$400 Visual Arts Allocation: Pete will check with Ann McManus about when she wants this money.

Charms

Charms is now closed for last year. \$1200 went into the general fund from graduated seniors, but we also had about \$2900 in bad debt, for -\$1700 total. Jen is working on entering student names and fees due for this year. She is planning to send statements soon, then monthly.

Publicity

Robin is setting up daily Facebook reminders for Ehrlich Cares and Amazon Smile. She is also posting events on the My Loveland app. She contacted the Reporter-Herald for publicity about the spring musical. She would also like to have the kids perform in the community, possibly at a senior center.

Volunteers

Butter Braids: Deanna and Robin will handle distribution.

Christmas tree pickup: Will need 16 kids on January 6th (8 kids per 2-hr time slot: 12-2pm, 2-4pm).

Prom Show: Will need 52 adults. All must be VITAL-approved.

Band/Orchestra Update (Pete)

All-State auditions are coming up: band, orchestra, and jazz band.

Band

- Jazz Band retreat will be Nov 8 and 9 and will include Conrad Ball, High Plains, and Bill Reed Middle Schools. New commissioned piece will be premiering in May.
- Northern Colorado Concert Band Festival will be Nov 17.
- Band concert will be Dec 14 and will include Bill Reed Middle School.

Orchestra

- Orchestra Festival is Dec 1.
- Orchestra concert is Dec 6.

Choir/Theater Update (Phil)

- Purrrfect Harmony went to Metro State on Nov 3 and did very well.
- MVHS is hosting the ACDA Middle School Choir Festival on Nov 10.
- Purrrfect Harmony will be singing at Chapungu Sculpture Park on Nov 18, 5:00-5:30 p.m., to kick off Winter Wonderlights.
- The next choir concert is Dec 13.
- The musical is going well; set building is underway. Discussed the need for a Theater Rep for the musical, to coordinate lobby décor, volunteers, etc.

NY Trip Update

90 people are registered for the trip. Pete and Phil will be selecting chaperones. Charms disbursements will be for payment reimbursement, not for direct payment (which is through the trip company). Trip forms are available on Schoology.

Meeting adjourned at 8:20 p.m.

UPCOMING MVMA MEETINGS

Thurs, Dec 7, 2017 - 6:30 p.m., band room

Thurs, Jan 11, 2018 - 6:30 p.m., band room

Thurs, Feb 8, 2018 - 6:30 p.m. in the band room

Thurs, March 8, 2018 - 6:30 p.m., band room

Thurs, April 12, 2018 - 6:30 p.m., band room

Thurs, May 10, 2018 - 6:30 p.m., band room

Submitted 11/28/17 by Lavon Peters