

## **Bromwell PTA meeting**

**December 3, 2013**

### **Minutes**

Welcome from Gregg Rippey

David Milliken stated we have a reserve of \$300,000.  
\$87,500 is scheduled to go to DPS.  
Estimating \$30,000 for auction costs  
Hoping to raise \$100,000 at auction

Ashley Walker

The PTA and Tony Walker will purchase 4 cases of beer for the holiday party.  
Vee Lew will bring ice chests

Erin Sorce

Would like to set up a volunteer page to secure volunteers for various committees.  
IT could take this over and set up what it looks like but it would list positions needed for volunteers at Bromwell.

Bucks for Bromwell page in Buzz would list all the ways that parents can give back to Bromwell just by using a card and shopping where they normally shop.

Below is an email explaining the two big programs.

Safeway will tier their giving so that within a 4-week period, if a school's collective spend is between 200-2,499 we get 3% back of the total. If within a 4-week period our collective spend is between 2,500-4,999 we get 4% back of the total. And if within a 4-week period our collective spend is 5,000+, we get 5% of the total. We are cut a check every month for what we have "earned". To get started, the PTA must enroll in the program and purchase an initial set of cards. They suggest that schools buy \$200 worth of \$5 cards (we'd need 40 families to buy them from us), or we could do \$10 cards (20 families). So, this program is more user friendly because right away we've hit the 3% back range - so we would get a check from the program. We would be able to tell families that their participation was having an immediate impact on the school. And, many families could see themselves spending enough money at Safeway to have an impact every month (i.e., for families that spend 150-200/week on groceries, they would know that every month Bromwell would definitely see money from the program even if no one else was doing it.)

King Soopers runs the same as Safeway where we have to buy cards upfront, and can purchase as few or as many as we want. That said, we don't start making money until the collective spend hits \$5,000 within a 4 week period. If you don't hit 5,000

in the first 4-week period, then your total rolls to the next 4 week period, so you at least don't lose your momentum. And, the payoff is 5% once you hit 5,000. But it takes longer to get there and few of us could see ourselves getting to that amount independently without it taking months.

Erin suggested we could print something up that parents could read about the programs at the holiday party.

We could put all of the shopping opportunities at the bottom of the Buzz.

Target card—Erin did some research on finding out where our money has been going. Money does go to the school. On a quarterly basis we should check with Cindy and the Target website.

How is the Target money going to be spent was discussed. It is sent directly to the school, so perhaps it could be used to pay off the grant. This matter will be looked into.

Auction- We need to start working on art for classroom projects. Perhaps we should break it down to small committees instead of one large committee.

Acquisitions – we need to start asking parents to make the ask. Encourage vendors to donate sponsorship instead of gift certificates.

Zazzle- We can house designs on zazzle and then people could print up their own t-shirts or sweatshirts instead of the PTA fronting the money for these items. It could also be helpful for the auction.

Dave Mathias has the old designs.

Marketing for an assembly- Sell to corporate or individuals

Perhaps a curriculum assembly

It is publicity for the person doing the assembly

This also helps the community building, which the parents have been asking for.

Some ideas were thrown out:

On-line citizenship, bullying, testing for TCAP, curriculum nights

Then we discussed taking the financial piece out of it and wanted to see if there was parent interest.

Jennifer Turner

Jennifer discussed the upcoming holiday party.

She will be there about 5:00 to set up food from Whole Foods.

We currently have Brad Ramsey donating money back for haircuts.

Sweet Ginger is giving back on Mondays and Tuesdays to Bromwell with no end date in sight.

The next restaurant night will be at Chipotle.

Jennifer and her daughter will make thank you cards for Whole Foods for their food donation. She will hand them out to teachers for children to sign.

Jennifer is going to check on the check from Noodles- the last restaurant night.

Before we adjourned we Erin Source said that it would be helpful if Maury, auction chair, could have a debit card for her purchases for the auction. David said we don't have access to that through First Bank. It was suggested that we might want to look into another bank.

Meeting adjourned.

Next meeting will be January 7<sup>th</sup> at 6:00 with childcare provided by Vee Lew.