

**Music Parents Support Group
Thursday April 4, 2019**

Present: Linda Cudmore, Heather Monkman, Katherine Rinaldi, Jason Sinkus, David Leech, Karen Lawford, Elaine Johnston, Natalie Dayneka, Diane Glauser, Sarah Godwin, Natalie Waldorf, Joanne Harvey, April Farmer, Chantal Nault, Laura Lynn Churchill, Lorraine McCormack, Sador (Student Music council co-head).

Regrets: Gord Aiken, Leilani Schaefer

1. Welcome – Linda

MOTION: *Motion to approve March 7, 2019 minutes with corrections, moved by Linda, seconded by Joanne. Carried.*

David opened the meeting with an acknowledgement that we are on Algonquin land.

Linda reported that the executive team met on March 27th to review the overall goings-on of the parent. She congratulated everyone on working so well towards another successful year. A follow-up to a few items of interest are raised in this meeting. A copy of the executive meeting summary will be made available to anyone upon request.

2. Student Update – Sador

a. Coffee House – “Chazz” Chamber and Jazz Bands

- April 18 will be the second Coffee House, titled “Chazz” representing chamber groups and jazz bands.
- 12 Chamber groups will perform, 2 per discipline in grades 9 & 10, as well as Intermediate and Senior Jazz bands.
- Parent Volunteers required for same day ticket sales, bake sales, and intermission. Email has gone out and parents have begun signing up.
- Cake Auction cakes to be baked by grade 12's and some grade 11's.
- The cake auction will take place throughout the night.

b. Music Clothing

- Music Council will poll students for interest in another clothing sale in spring for items such as t-shirts, windbreakers, ¼ zips, hoodies.
- Canterbury or CHS will be on the front, no logo on the back.
- A tie-dye social at the end of the year in the planning stages.

c. Gift baskets for Music Night

- Basket theme's have been chosen: Spa, stationary, chocolate, tea, music and candy
- Each class will make a basket using one of the themes.
- Music points will be given out to the team that makes the basket that sells for the most money at Music Night

3. CACDA Update –

- a. Gord was not available tonight.
- b. Linda confirmed that the group is looking at a questionnaire and retreat for parents.

4. Fundraising

- a. Fundscrip – Linda
 - a. Currently the total raised is \$3,936.79
 - b. Most of the increased total raised is due to a single purchaser of \$40,000 in gift cards. Without this purchase there is a 25% decrease from last year.
 - c. Among possible reasons that were discussed for the decrease in orders included fundraising exhaustion from parents, conception of inconvenience of ordering, carrying cards in wallets, nuisance of signing up and credit card fees. An intentional effort to increase awareness was also discussed but (from previous experience at Jason's former school), it would only be effective if it is linked to a specific cause (eg. Next big trip) and is a focused event (eg. Chili or pasta dinner). This will be considered in the future, but for now, it was decided to keep the program status quo.
 - d. A suggestion from the executive meeting to participate in the Amazon Affiliate program was discussed. *Please see Linda's follow-up e-mail to this meeting below the minutes for an excellent summary.* The

group decided to carry this item of discussion forward to the next meeting.

5. Spring Music Night Working title “In The Heat Of The Night – Sweating To The Oldies”. May 30 and 31.

a. Silent Auction – April

- a. Gord, April, Peter and Paula have met to discuss plans and communication strategy.
- b. Work is underway.
- c. Requests for donations emails will start being sent in the coming weeks, please keep Diane and social media volunteers in the loop so they can send out information.
- d. Linda will promote at the upcoming coffeehouse.

b. Fans – Natalie

- Natalie brought a sample of a reusable foldable plastic fan to show at the meeting. Paper fans are no longer available from any supplier.
- Pricing to purchase 250 fans is \$2.85 each \$700 total, 500 fans are \$2.68 each or \$1,400 total, 1000 fans are \$2 each or \$2,000 total
- It was agreed that we would purchase 500 fans as a test. The fans will be green with white writing. They will either have CHS or Canterbury on them, so left over fans could be sold to other disciplines. Natalie will send a template of the design to be voted on my members.

Motion: Linda motioned to allocate up to \$1,400 to purchase 500 fans at @2.68 each as a trial fundraiser for Spring Music Night. April seconded. Carried

- *Please see Linda’s email, reprinted below these minutes, for the summary of what was discussed during the meeting regarding purchasing fans.*

c. Roses – Joanne with Adrienne

- Joanne looked into purchasing roses again this year, prices are the same as last year. It will cost \$352.56 to purchase 80 roses for each night. 30 red, 25 pink and 25 white, plus greenery, water picks and cellophane.
- The projected profit is \$800. Purchase prices are \$1.25 per rose, \$0.50 for greenery, \$0.10 for cellophane, \$0.10 for water picks.

- 3 Volunteers are required for each night to sell.
- Last year 3 volunteers helped put the roses together each night before Music Night.

Motion: Joanne moved, David seconded to write a cheque to provide \$352.56 to pay for roses. Carried.

d. Volunteers – Chantal

- Laura Lynn and Chantal have taken over the organization of volunteers for spring music nights.
- Based on success from last year, we will replicate the number of volunteers from last year.
- Volunteer sign-ups – Laura Lynn
 - a. Tickets – Craig will need 2 parents each night
 - b. Ticket Sales – 2 required for the door each night
 - c. Ticket Scanning – 4 required per night + Craig
 - d. Square – 1 required per night + Gord for silent auction at the end of evening
 - e. Memory Books – 1 per night
 - f. Bake Table – Lorraine, plus new trainee is required
 - g. Auction – Gord plus 3 others
 - h. Photographer – 1 per night
 - i. Front of House – 2 per night
 - j. Ushers – 2 per night
 - k. Drink Table – 2 per night
 - l. Roses – 3 per night
 - m. Cash – 4 per night
 - n. Clean up – 3 per night
 - o. Fan sales – 3 per night
 - p. Bake table – 4 per night

e. Other Required positions

- Videographer – Hired! Thanks Kim.
- Student Volunteers – Ms. Mah
- Memory Book form – Jason to print
- Printed Program – Jason to print

f. Email schedule - Diane

- a. May 4 – 1st email to council for early volunteer sign-up, sign up period 4,5,6 May 2019 - Dianne
- b. May 7 – email to council for advanced ticket sales, sales period 7,8,9 May 2019 - Chantal

- c. May 8 – general email to parents for volunteer sign-up, sign-up period 8,9,10 May 2019 stays open until full - Dianne
- d. May 11 – e-mail to parent volunteers for advanced ticket sales, sales period 11,12,13,14,15,16 May 2019 - Chantal
- e. May 17 - general tickets sales, sales period 17 to 29 May 2019 - Dianne

g. Tickets – Craig

- Parents of incoming grade 8's may pay for their ticket at the door with Square.

6. Treasurer – David

- a. The free balance for March has been updated as the new trombone and repair for the piano in the vocal room have been paid for. As they cost less than anticipated, an additional \$3,094.91 of funds are available.
- b. Line items to be added to the budget so they don't get overlooked include:
 - a. \$100 to top up to \$250, the Robert Palmai scholarship.
 - b. Up to \$150 for two plaques for the end of year banquet. Budget amount to be confirmed.
 - c. \$500 for St. John's Ambulance (\$250 each for fall & spring)

MOTION: Add \$100 to the annual budget for the Robert Palmai scholarship.

Motioned by Linda, seconded by David. Carried.

MOTION: Add \$500 to the annual budget for St John's Ambulance for each Music Night. Motioned by Linda, seconded by Katherine. Carried.

7. Music Department – Jason

- a. Grade 11 Intermezzo Recital was a success. Each teacher has photos for the students to see.
- b. Cadenza June 9.
 - a. Presale tickets are available in April, event is in June. Early ticket selling to allow for 2 tier pricing.
 - b. The cost to the Music Department to put on Cadenza is over \$80 per person. This includes cost of Chateau Laurier rental, food, use of piano and lunch for graduating students etc.
 - c. Each student's family may purchase 2 tickets at \$50 each during the presale only. After the presale date, tickets are available for \$80 each.
 - d. Cadenza ticket sales
 - Presale – April to May 3
 - Sales – May 4 to May 17

NOTICE: Grade 12 students must withdraw money from their accounts by June 30.

Next Meeting: May 2, 2019

Adjourned: 9:04 pm

The following is Linda's follow-up email to this meeting, sent April 5, 2019 to all current members of the MPSG.

Hi folks,

A brief follow-up to last night's MPSG meeting to highlight some of the key items of discussion. Official minutes will be distributed as usual prior to the next meeting. Thanks to all those in attendance.

[Executive Meeting](#)

I reported that the executive team met recently to review the overall goings-on of the group. Some items of interest were discussed at last night's meeting and other's will be moved forward. I am happy to forward the notes from the meeting to anyone upon request.

[Silent Auction](#)

The silent auction team is hard at work in soliciting donations for the spring event. April reported a goal of earning \$2,500 and 50 items received. **On behalf the committee, she is asking each member of the parent group to help by donating one item please.** This can be a new item you have stored in your basement that you have never used (like I have!), it can be a gift card (purchased through Fundscrip!), something from your place of business or a local business you frequent, or anything else you'd like to purchase. Even if it is a smaller item, it can be matched with others to form a miscellaneous but fantastic gift basket.

You can bring your donation to any group meeting or e-mail a member of team to arrange pick up of the item. If you require a form letter to approach a business, also please contact a member of the team (Gord, April, Kim & Paula) and they will be happy to forward it to you. **THANK YOU!!**

[Fundscrip / Amazon Affiliate Program](#)

At the executive meeting we discussed the Fundscrip program. While it is still earning valuable dollars into the student accounts and for the music program (currently at \$3,936.79), this is a decrease from years past. Possible reasons include perception of inconvenience of signing up, lack of knowledge of how program works, general disinterest, and competition with other organizations. We will still be continuing with Fundscrip and talked about the possibility of hosting an event (eg. chili dinner) specifically focused on informing parents/students of the program and encouraging sign-ups on the spot - perhaps when we can tie it to a direct cause - such as the next big trip.

In the meantime, to help offset this loss, a new, simple initiative was suggested and brought to the group last night. The **Amazon Affiliate Program** is free for website owners. Essentially, we create a link to Amazon through our website. When people order through Amazon via our website(chsmusic.ca), we will earn referral fees (everything from 10% from fashion items, 8% from home improvement and furniture, to 7% on jewelry, electronics and so on).

Here's a summary of some comments:

- One parent expressed concern of promoting such a major, U.S. conglomerate on our web site and the preference to support Canadian companies.
- Discussions revolved around how this is different from us promoting the retailers that gift cards are purchased through Fundscrip.
- Another comment was that Amazon is building a warehouse in Ottawa and does benefit our economy to some degree.
- While some shy away from using Amazon, many people have become accustomed to this way of shopping and what is the harm from benefitting from that.
- People can make a choice not to order in the same way they choose not to participate in other initiatives.
- Can't make everyone happy.
- Our goal is to do what's best for the program.
- Perhaps stay away from including the link on the home page of the web site, rather, include it in one of the drop-down items along with all our other Fundraising initiatives

If this topic interests you, please check out the web site for more information. We will be discussing further at the next meeting.

<https://blog.hubspot.com/sales/amazon-affiliate>

[Fans](#)

Further to previous meetings, Natalie followed up on her research on ordering fans to sell at spring music night. She presented one fan that the parents generally thought was acceptable although there were some concerns about the fact they are made of plastic. After another lengthy discussion, we took a general vote amongst all the parents who were present to see who was in favour of ordering these particular fans. The majority agreed it would be acceptable to follow through with the ordering of this

particular fan. A vote amongst the executive then concurred to proceed with the ordering of 500 of these fans to sell at spring music nights at the cost of \$2.68 per fan (taxes and printing included).

At the next meeting, we will discuss the selling price. It was agreed to print something generic on the fan so as not to restrict the sale to music department peeps. We will likely go with "Canterbury High School" or "I'm a Canterbury fan". Note that this initiative is considered a trial. We will assess the quantity of sales and feedback on the quality of the fans. It is not guaranteed to be an annual fundraiser. It is considered a different and fun idea that shows people we acknowledge how hot it gets, at the same time earning a few extra dollars for the music program needs.