



PARENT MEETING MINUTES

DATE: Saturday, March 23, 2019

TIME: 12:45 PM

LOCATION: Synergy Dance Academy
500 Main Street
Plymouth, MI 48170

Attending Members:

See Attendance Sheet collected at meeting

Proceedings:

· Meeting called to order at 12:50 p.m. by President, Kim Hahn

SDCEF Board Update:

- Kim Hahn welcomed the members by highlighting how well the dancers did the first two competitions of the season and hoping got a sense of how we work as a team.
- The current bank account balance of SDCEF is \$927.51.
- The current sponsorships we have received are:
 - Dr. Greg Elliot
 - Masri Orthodontics
 - Gourly Insurance
 - Old Orchard Dentist
 - Forest Place Optical

Erin Liptow reminded everyone that there is the poster at the Annex that is tracking our progress towards our \$2,300 goal. The poster also lists the names of the sponsors, so everyone can see who has returned the sponsorship letter. This poster is located to the right of the white board at the Annex.

- Erin Liptow discussed the Hungry Howies fundraiser and distributed the sheets to attending members.
 - This is a group fundraiser that distributes the proceeds evenly.
 - This fundraiser is mandatory because we HAVE to see 100 in our initial order in order to work with Hungry Howies.

- We pay \$3/certificate and are selling them for \$8/each, for a \$5 profit.
 - The funds and sheets are due April 11, 2019. Cash or one check made out to SDCEF must be provided.
 - The certificates are good at any Hungry Howies and expire a little over a year from sale. Certificates are good for one medium one topping pizza. Additional toppings may be added at cost.
 - We will be selling the certificates at the Studio, so volunteers are needed to sell during classes.
- Since this is our first year, it has been a learning process as we get the group up and running. Going forward, we will avoid fundraisers during March and April due to the competition season. We did them this year, because we need to wrap up fundraising by May 1st in order for Lynne Taylor-Kilgore to distribute the funds to members' accounts prior to Nationals.
 - Erin Liptow highlighted that extra sponsorship forms are available and that members should be following up with those businesses they distributed forms to that haven't been returned. If a member does not feel comfortable following up, please let the Board know and one of the Board Members will follow up with the business.
 - A question was asked what is the deadline to return the sponsorship letter and still get an ad in the recital program. The Board will have to follow up with Lynne to confirm this date.
 - Erin Liptow also discussed that SDCEF may sell something at recital – either a 50/50 raffle or raffle baskets (i.e. Fun in the Sun, etc. – sell a couple per show).
 - Lynne has indicated she may sell ads in the recital programs to parents for their dancers. There may be an opportunity to split the cost (and profits) 50/50 with Synergy. It's estimated that the cost will be approximately \$2,000 to produce the program.
 - The Board then solicited ideas from members about other fundraising opportunities:
 - Art in the Park – table near fountain – maybe for 2020
 - FlipGive – percentage given to SDCEF for purchases that may already be making (i.e. Starbucks, Ultra, etc.)
 - Bottle Drive – looking for someone to organize
 - Compuware – Debbie Courtney to follow up to determine what we can do (possible concessions?)
 - Busch's and Holiday Market reward programs

Meeting adjourned at 1:15 p.m.