**Happy Valley Parent Club  
October 19, 2017 Meeting**  
**MINUTES**

**Joe Ruwe**

**Carly Perlman**

**Robert Franz**

**Tiffany Willet**

**Sarah DeMeyer-Guyer**

**Michelle McKinny**

**Jen White**

**Maureen Vargas**

**Everett Meisser, Jr.**

**Annette Olson  
Luanne Hutchins**

**Alice Crumrine**

**Alison Harre**

**Connie Estrada**

6:30 PM Call to order  
  
**1. Introduction/s (Mo)** General comment from Mo: We need to start getting creative and figuring out new ways to raise money. Because of step increases, staffing costs are increasing every year. The increase is significant: $67k, $79k, $84k.  
  
**2. ACTION ITEM: Approve September Minutes.**Mo motion, Alice second, all in favor.  
....Note from Annette: Deb Macarthur’s name was corrected.  
  
**3. Commitment Sheets and Finance Update (Everett) (Handout)**  
$172,359.37 in cash, includes:

23 718 restricted funds

70 k parent club reserve fund

​     a. … ACTION ITEM: Endowment Contribution

Grantor of restricted funds is willing to release $10k from the restricted funds for the endowment. That, added to available $15k from last year, would result in a $25k contribution to the endowment fund.  
Motion by Jen to move 25k Alice seconds. All agreed.

     b. . INFORMATIONAL ITEM:  2017-2018 Budget

Wants to raise reserve fund by shifting from cash on hand to increase it to 80K (currently 70k). (This was revised from an “Action Item” to an “Informational Item” because this doesn’t require a vote. The intent is to earmark sufficient money to pay for the next year.)

c. Projected budget for this year. Provides Individual line items for each category of fundraising: Everett projected numbers for this year. These establish targets for the folks that are running the particular category.

Commitment sheet contributions so far total $34K. ($18K was from last February). $23k is outstanding. Down 5% from prior year. We also have fewer kids this year. Mo notes that we need to annually revise the cost per student request based upon the year’s projected expenses and number of kids.   
  
We will send out commitment sheets again.

**5. ACTION ITEM: Life Lab Funding (Mo)** (Handout on information regarding garden)  
Last year, someone suggested we use proceeds from Arts Alive to fund garden. This is what we are pursuing to revive the garden program. Current efforts include:

* We would fund garden coordinator to make it happen.
* Will use UCSC intern for a recess garden club.
* Dig It! Class is very popular.
* Opening the garden for anything teachers want to do.
* We have proposed a schedule for regular use of the garden by classes that was reviewed at the last staff meeting, which staff supported.

Proposal is to use $4500 of Arts Alive profits to fund garden coordinator.

Keep the 600, so total budget would be $5100.

Deb Macarthur heading up grant writing. Deb is available to work the rest of the year, and then we would hire someone in January.   
  
Jen:. We need to think about adding a new expense to a budget environment that is already tight..   
Alice: We raised price of Arts Alive to raise more money.  
Mo: We are trying to get other revenue. For example, we now have sponsors.  
Michelle: Let’s call this a beta plan. See how it goes. If teachers and students love it, we will fund it. If not, then we won’t.

Mo: Motion to approve 4500 for garden coordinator; Annette seconds, one abstention, the rest in favor.   
  
**6. Redwoods Planning Update**  
Skipped this item due to lack of time.  
  
**7. Officer Announcements**​None  
  
**8. Open Discussion**

Joe: Working on getting more dads involved. Has begun a dad’s night out. Did one already at the Crepe Place. 13 dads came. Next meeting is Monday, October 23 at 6:30 PM at the Crepe Place. Dads working on a possible fundraiser.  
  
Alice C.: Proposes to make a wall of money we put into endowment, e.g. a tile with the amount. Something permanent showing contributions over time. Would be motivating for future community.

7:38  PM Adjourn