**Happy Valley Parent Club**

October 16, 2014

Attendance

George Purnell

Carol Witter

Heather Wilder

Kate Royer

Jen White

Deb Finfer

Kate Fisher

Shaena Strubing

Annette Olson

7:06   Call to Order

7:05   Review and Approval of September's Parent Club minutes

7:10   Principal's Report (Michelle McKinny)—Removed from agenda.

7:15   BBQ/Auction Report Back and Discussion (Deb Finfer/Jen White)  
We raised $22,000 gross, less $1500 to Legacy Project. Last year we raised $23,500 net.

Costs for Parent Club efforts are $70-75K per year; our goal is $100k so that we can have $30-25 K for other improvements. We want to get away from relying on our anonymous donor. We want to keep the anonymous donor for something special.

7:35   Commitment Sheets (Jen White)  
$40,000 committed so far. We need to make calls to get credit card numbers. Everett will be organizing follow-up

7:40   Future Fundraisers

**Used Book Sale**: (Deb): People bring in used books for re-sale for HVS. Deb is already collecting books. Wants to do it sometime in November/early December. Money goes back to Parent Club because PC pays for library anyhow. We need new hardware to support library. We are not doing the Scholastic book fair because increment of benefit is too small. We made $500 last year. We also lost the people who were running the Scholastic book fair. Deb made $200 to $250 last year without much effort.   
  
Carol: Over the hill, they use Hickelbee’s, the local bookstore in Willow Glen. Bookshop Santa Cruz might be willing to do it.

Shaena: To compensate for losing the teacher requests to Scholastic, maybe Bookshop Santa Cruz would be willing to step in.  
  
Carol: We could place a box at each class to collect books (like kids raffle).

**Golf Tournament** (George): We selected March 20th as event date. The golf course called George to say that they will be aerating the course 10 days before so the greens would not be as nice. They are encouraging us to move the event back a few weeks. We selected March 20 because it is an in-service day. The Fire Department likes the fundraiser a lot. School and Fire made $7500 each. Didn’t require the labor intensity of Parent Club group.

Jen: The Parent Club was supportive of this as long as we didn’t have to supply the labor/organization. It didn’t work out that way last year. We want to reduce the number of events. The core group of the Parent Club that participates in putting on fundraisers is shrinking. Maybe Zack Raney would be willing to run this one? He’s a sportsman.

Deb: To reduce events, we were thinking about combining BBQ with Kids Olympics and doing the auction at Redwoods.

Deb: Talk to Michael and Wynn Webb. Parent Club is willing to do it, if we can get others to lead it. Deb prefers November date. Would it be possible to do it over the summer?

George will talk to Fire Department and contact Zack Raney.

**Thread Up** (Carol): New idea for a fundraiser. We collect nice, clean clothes. They provide the bags and pay us for them. Relatively low effort. Clothes need to be high quality.

**Dance fundraiser Idea** (Kate R.). $5 donation or whatever you choose. Parents donate drinks and snacks. Got the idea from outdoor science school. Kate may organize this to benefit the classrooms independent of Parent Club.

**Redwoods Report** (Shaena reporting on behalf of Laamie, Alice and Josh): Talked to George about a potential site at a house. They were going to go look at the Wood Duck Inn, Deb McArthur’s house. May 2 will be the date. Changed to sync up with Pancake Breakfast. We need to have Redwood team report back at each meeting until the event.

Jen: We’ve been discussing the idea of moving the auction to the Redwood Dinner. We should focus on the high dollar items. Gift cards need to be bundled, eg spa day with lunch. We would do the kids raffle at Kids Olympics and move Olympics to October.

Jen: Last year, Redwoods price was $125. We should reduce the price to get better attendance.

Kate F.: We should tell the Redwood organizers this idea.

7:50   Open Discussion

**Legacy Project**: George: The barbeque exceeded our expectations. Attendance was about 310 alumni guests. Second day was heroes of Happy Valley event. Most folks gave money. Since we started this process, we are up to being included in 6 or 7 wills. George suggests that PC small group could keep up the website.

Shaena: Jenny Zesut might be willing to help.

Carol will be involved.

George: It takes some technical savvy to maintain the website and post on Facebook for Throwback Thursday. Jen will show George Constant Contact.

Kate: What if kids do it as a part of Yearbook?

8:01   Adjourn