BESF Meeting Minutes

10/5/2014

7:00-9:10 pm @ Claire Foege’s home

Present at the meeting: Greg Brass, Kimberley Evans, Claire Foege, Amy Kirsch, Ann Mancuso, Tim Martin, David McClintock, and Jill Stewart

1. After calling the meeting to order and establishing that the number of board members in attendance represented a quorum, the meeting was called to order. The minutes from 9/7/2014 were reviewed and approved.
2. Treasurer’s Report: Current Balance is $48, 697. It was asked that we look into some possible investment of money to earn interest.
3. Mission and Division of Tasks: Tim led the discussion and presented handouts.

* Jill and Tim have been intentionally meeting at the school to discuss the work of the Foundation; establishing a presence, and hopefully, a positive relationship with the faculty and staff.
* Quarterly meetings need to be held at the school in order to provide updates.
* Relationships need to include: Briarlake PTA and Briarlake School Council, stay in active communication with Linda Coil (PTA Communications).
* Foundation news needs to be included in the PTA Newsletter. The website is being updated to include this information.

Jill led the discussion of Leadership of Tasks: Tasks were discussed and names were suggested for each category. Tim and Jill will be following up to confirm these committee heads.

1. Research/Emerging Trends: Ms. Jenks, Tim, Jill (and possible Claire Foege and Laurie Law) will be touring The Museum School on Wednesday, November 5. They are very excited to have established this connection and have the opportunity to see The Museum School in action and meet the leaders of this school. If you are interested in joining the tour, please let Tim or Jill know.
2. Update on Amy Sery:

* IPADS are ready to be revealed to the 4th/5th graders (covers for IPADS are great and some apps have been purchased.)
* Co-taught in 4th grade, modeled a lesson
* Requesting to attend a 3-day conference – COST: $175, Amy Kirsch made a motion to fund this conference, David McClintock seconded the motion – Motioned Carried, with 4 votes ‘YES’ by email included (Staci, Nancy, Matt and Leslie)

1. Fundraising Events/ Opportunities for 2014-2015:

* “Briarlake Bash” – ‘Bonanza’ – Western Theme, March 21
* Auction Items – Ann has created a spreadsheet of 300+ items. The auction is planned to begin on February 1 (or Feb. 9/10), to conclude on March 21. Each member of the Foundation is asked to claim a group of businesses to contact. Ann will send an email.
* The Kroger Fundraiser has been established. If you shop at Kroger, please link your Kroger Plus card to Briarlake. The funds are generated automatically and sent to the Foundation’s account! Thanks, Ann!
* Brick Fundraiser: Fall Festival turns 20 next year – October, 2015. Ms. Jenks needs to approve this idea. Suggested: Bricks would be offered to families for $50/$75/$100, and offered to corporations for $250/$500/$1000. The actual cost to engrave is: $18-$21.

1. Marketing/Technology/Public Relations Update: Greg (handout)

* New Messaging: getting businesses involved, remove STEM
* Friday Folders: choosing a color of paper that will be used for Foundation information. Initial Messaging – “Who is the Foundation?” (Mission/Names of Board Members), “Save the Date” – “Bonanza”/March 21, Kroger Cards, Introduce our Technology Coach: Amy Sery
* Online Marketing: Website (Reactive) – quick edits are currently being done, but there will be a redesign for Winter 2015 vs. Facebook Page (Proactive) – Need everyone to ‘LIKE’ “Briarlake Foundation”, currently at 69 “LIKES’, a contest was suggested to build this to 200 ‘LIKES’. And Twitter (Proactive)
* Marketing content: Interviews with Amy Sery – What she is doing, Jill and Tim – Vision of the Foundation, Ms. Jenks – how the Foundation helps. The video will not be longer than 2 minutes.

1. New Business: Future Fundraising Ideas: Tennis Tournament – Utilize the summer months, Car Show

The meeting was adjourned at 9:10pm

The next meeting is scheduled for Sunday, November 2, 7pm

At Ann Mancuso’s Clubhouse: Huntington Subdivsion, 3825 LaVista Road