



Ingraham Performing Arts Booster Meeting

December 2, 2020 7:00 – 8:30 p.m.

Minutes

- Come to Order; Rachel reminded members to check the IPAB contact spreadsheet to confirm your information is correct; let Rachel know if you have any problems getting into our Google docs account.
- Minutes from November meeting **with revised** budget amount approved and adopted.
- Fundraising Letter Update (Rachel): mailing went out 9/14/2020; approximately 359 Students in Performing Arts Programming this fall; \$4,642 received in funds, \$206 during Curriculum Night; this year's goal was \$6,000 and last year's goal was \$5,000; we still want to collect the \$1,358 difference.
- December Fundraising Plans (All)
 - Replacing the Winter Benefit Concert with an "Ask"; plan is to "Tell the Story" using a mix of social media/email: "Why IPAB is important/what we do!" Budgeted goal is \$5,000.
 - Reviewed the google.doc documents Rachel created where ideas and attendees are to be entered; we can use quotes on slides as social posts; this page is where we've got starter ideas for social media posts; discussed not re-creating the wheel; can highlight the shortfall of what the district provides versus what we need; aim for nine slides short and to the point, posted twice; teachers will send these communications with link for families to donate. (*Note: Rachel realized at the end of meeting, after Anne's clarification, that we should have 12 slides – we need to think of Heidi as 2 teachers - therefore 3 from choir, 3 from band, 3 from orchestra and 3 from theatre.*)
 - Choir, Orchestra, and Drama liaisons to write a paragraph, or recruit a parent to do it, within the next week about what the performing arts means to them; Paul will ask Shane to suggest a Band parent; Vanessa will provide samples; teachers should plan to send these emails to their families by the week of December 14th.
 - Heidi, Katie and Shane to prepare wish list items, 3 to 4 items each @ 3 to 4 different price levels.
 - Stefanie will communicate social media links (Facebook and Instagram) via emails now so families can get connected.
 - "Content Subcommittee" is being formed to work on content (Stefanie, Paul, Vanessa, Rachel); Vanessa will send out invite for meeting.
- February Student Showcase (All)
 - This is a virtual program airing live the evening of Sat, Feb 6, 2021; budgeted goal is \$10,000.
 - Goal is to produce a 45-minute video with at least 20 minutes of performances; discussed including "recycled" material from previous years in between performances.
 - We can highlight "behind the scenes" work, such as students warming up their voices, tuning instruments, have themes "In the Wings" or "Back stage at Ingraham"; have an alumni feature insights from their past experiences; show scenes of sessions being recorded, record warm-ups; could have a session called "Zoom classes" which could function as a way to get all the students in.
 - Shane (absent) communicated to Rachel that if he has two groups playing for four minutes each, he'd consider that a win; he will try to have his ready by mid-January.
 - Heidi has a lot of ideas for Theatre (can do as much as we need), scenic design and costuming (slides and maybe a few kids talking 3-5 minutes) but struggling with Orchestra students – difficult to get them to play on camera. Heidi could have at least one piece with about 8-10 minutes of music.
 - Katie thinks she can have one ensemble piece from each of the 3 choir groups, vocal jazz will have something to submit to Lionel Hampton Festival, as will Treble Choir, so may include those; hopes to have 5 pieces to choose from to add to the evening.
 - Discussion about using YouTube rather than spending money on a fundraising platform; streaming through YouTube or Facebook doesn't cost anything; group vote and agreed to use YouTube.
 - Paul will contact AFE to see if it's possible to get live donation updates as donations are made throughout evening (Rachel to provide Paul with email address for Jim Molloy); discussed concept of front ending the fundraising by asking for donations prior to airing the event; remind audience this in lieu of buying tickets to a physical performance (previous year's benefit tickets were \$30 each).
 - How do we put it together and who is going to do it? We send our clips to a video editor. Instead of spending money on a platform, we spend it on an editor since this requires hours of work; Jim Waymeyer (Cecilia's dad, who used to be on the board) was suggested; Alex Wren, who helped with Big Fish last year, was suggested; Paul will check with videographer at his church; Vanessa and Heidi also have additional options to pursue if these don't work out.
 - Corporate sponsorship from local merchants (Sprouts, Central Market, Starbucks); Debbie will check google.docs for last year's form letter and send out letters to potential vendors; will also share letter with the group; Anne will donate a couple baskets of soap.
 - We could use the chat for "find the fun" trivia, and have it monitored by students.
 - Teacher provide brainstorm lists by Monday, Dec 7 to use for February event.

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Meeting Norms: start on time; adhere to agenda; adhere to speaking order; come prepared; assume positive intent; stay true to organization's purpose.



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- Budget Question: Heidi asked about drama production and theatre line items in the budget and whether she needs prior approval to have someone host a Shakespeare workshop, and also to buy a video camera; discovered it's important to have better technology; subsequent discussion confirmed these purchases fall within the budgeted line items; it could be good to highlight these "needs" during the fundraiser.
- FOI Update (Rachel): Rachel will ask Gayle to attend the December 14 meeting; this is the VP's job in the future.

Upcoming Meetings: January 6, February 3, March 3, April 7, May 5

Upcoming Events: Virtual Showcase on February 6, 2021

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