

**Phoenix School Play Structure Committee
Meeting Minutes
January 18, 2016**

In Attendance:

Tania Johnston
Kara Sadr
Erin Crawford
Scott Sellors
Doug Fullerton
Mike Kuypers

Regrets:

Linda Daniels
Miranda Turabian

Absent:

Debbie Sleeva
Darla Mudge
Shannon Kohler

1. Call to Order – Meeting was called to order at 7:05
2. Review of Funds Raised: Doug Fullerton provided a report of funds raised so far. The following is a breakdown:

Headingley Christmas Breakfast	\$837.50
Proceeds from Noventis Raffle	\$385.00
Jets Tickets Raffle	\$7553.00
Student Donation (birthday party)	\$155.00
RBC Volunteer Grant (parent donation)	\$500.00
Transfer from Parent Council account	\$3000.00
Interest	.49
Current Balance:	\$12,430.99

The RM has informed the Play Structure Committee that they intend to fund one third of the project, up to \$35,000.00. This will be voted on by Council in the near future.

Fundraising Tally: The committee discussed creating some sort of fundraising tally to be displayed at the school as a way of visibly showing the students and parent community the funds that have been raised and how close we are to our fundraising goal. Several ideas were suggested. Kara offered that she and Miranda will take the lead on this. Mrs. Daniels will be consulted in terms of where to display the tally so as not to interfere with the day to day activities at the school or with the custodian's duties.

ACTION: Kara and Miranda to take the lead on developing the fundraising tally.

3. Fundraising Next Steps: The committee discussed the progress made so far in terms of raising funds and where we should focus our efforts during this next stage of fundraising.

It was agreed upon that another raffle to close to the last one is not advisable. In addition, the plan for a community quiz night, while not ruled out as something we will continue to look at, will be shelved for the time being. Instead, our efforts will be focused on developing a corporate sponsorship and business donation plan.

Tania and Kara shared with the group the results of their meeting with the Chamber of Commerce board of directors on January 13. The board had many great ideas for the committee and strongly advocated for a fundraising plan that included some form of sponsorship from local businesses. The board also suggested that we develop promotional materials as a way of informing the business community of the plans for the play structure. The Chamber board advised that they will communicate and endorse with their membership, which is approximately 80 businesses, the play structure project.

Erin advised the committee that when the day care was fundraising for the new center that they put together a sponsorship package, including promotional material, which was sent to a number of businesses. We discussed looking at gold, silver and bronze sponsors, and targeting certain businesses for sponsorship and other businesses for donations. Also discussed was erecting some sort of plaque to recognize sponsorship, and ensuring we communicate that in the sponsorship package. Erin will look for that information to share with the committee. We felt that having the package ready to go out in the month of March was a good timeframe.

ACTION: Erin to look into sponsorship package from day care to assist us in developing ours.

Also discussed was the letter sent to the day care board requesting financial assistance. This letter was sent out in December however the board hasn't yet discussed the request. A similar letter will be sent to the Phoenix Recreation Board.

ACTION: Tania to draft letter for Phoenix Recreation Board.

4. Charitable Organization application: The committee discussed the process of applying for charitable status and the annual reporting requirements. Despite not being eligible for certain grants, the committee agreed that applying for charitable status was not viable for such a small committee. The Community Places grant does not require charitable status to be eligible, and should we be successful in our application, we have the opportunity to receive a fairly significant contribution. The potential for corporate sponsorship was also a factor in deciding against charitable status application.

5. Next Meeting: No date was set. Next meeting date will be on an as needed basis.