



## MINUTES

Location: Terra Nova High School Library

October 10<sup>th</sup>, 2019

The meeting was called to order by Petra Schumann at 6:32 pm.

**In attendance:** Petra Schumann, Rita Sargent, Julie Arnaudo, Lori Traylor, Julie Gossage, Sheila Ornelas, Chris Zimdars, Rachel Cauteruccio, Jenni Guibadoulline, Patty Z Dunhill, Ralph Crame,

### Approval of Minutes

The minutes were emailed to the board from the September 12, 2019, meeting and approved.

### 1) Fall fundraising letter campaign:

- a) Donation update: Chris Z.
  - i) Summary: Fall campaign raised approximately \$11,720; 31 donor's w/ average of \$378
    - (1) Deposits via envelopes / cash / checks: \$4105 (roughly 20 deposit envelopes)
    - (2) PayPal since mid-August: \$3115
    - (3) Coming soon = \$4500: \$1000 (Jim Wagner), \$1500 State Farm match, \$2000 eBay
- b) TNEF registered with Guide Point, a site that informs regarding company matching funds. Chris Z will add a link to our website.
- c) Letter campaign follow up email: Rachel C. will connect with Chris D.

### 2) TN Education Foundation + PTO Mixer: Petra & Patty Z

- a) 60 attendees, 20 new parents/guardians
- b) Thank you for attending email – Patty Z will call and send 'thank you' email.
- c) Patty will send email addresses to Chris Z to add to MailChimp

### 3) Planning for meeting on Nov. 14th with dedicated volunteer break out groups

- a) Winter Dinner – Rachel C. – Will host planning meeting before 11/14 TNEF general meeting
- b) Fall Fundraising Coordinator (mailing & email only) – OPEN
- c) Spring Fundraising Coordinator – Chris D.
- d) Communications – Chris D.
- e) Business Outreach - Rita S. & Julie A.
- f) Salesforce Database: Petra S.
- g) 8<sup>th</sup> Grade Transition Team – Beth B.
- h) Alumni Outreach – OPEN; Mary M may be able to help when football is over.
- i) Giving Tuesday 12/03/2019 – OPEN – Julie A will see if freshman parents can help
- j) Stand Up for Public Schools 5/14/2020 – OPEN - Julie A will see if freshman parents can help

### 4) 8th Grade Transition Team update: Beth B.

- a) High School Community Fair 10/3: Julie A worked the booth with Beth and Ms. Carey. Good attendance and great location.

### 5) Donor Database Software: Petra, Rita & Chris Z to meet with Bill @ Salesforce

### 6) Business Outreach: Rita S. & Julie A.

- a) State Farm donation from Jaymi Wessel for \$1,500 with matching funds. Jim Wagner donated \$1000.00. Rita will reach out to Len Stone.

### 7) Next Meeting: Thursday, November 14<sup>th</sup>, 7:00 to 8:00 PM at TN Library (2<sup>nd</sup> Thursday of the month)