

THE MSD DRAMA BOOSTER CLUB

Meeting Agenda/Minutes

Date: July 21, 2022

Location: Cori Schwartzberg's House

Attendees:

- ❖ Cori Schwartzberg, Liaison Chair/Fundraising
- ❖ Shannon LaPierre, Liaison/Fundraising Chair
- ❖ Georgianna Lotz, Fundraising
- ❖ Tracy Lemus, Fundraising
- ❖ Ellis Mass, Corporate Sponsorships
- ❖ Patrice Fronstin, Concessions
- ❖ Jodi Harris, Secretary
- ❖ Stephanie Kaufman, Webmaster

Absent:

Craig Harris - Treasurer

Discussion Topic	Notes	Follow Up/Tasks to be completed
1. 2022-2023 Calendar	<i>1st Parent Meeting is after Open House QR codes for following will be available at Open House: No Brainer, Fancloth, Volunteering, Sponsorships. Push will be to bring in more through fundraising to offset future costs for students as well as be able to allow Mrs. Herzfeld to have budget to use for productions.</i>	Tracy / Shannon will set up QR codes. Cori preparing powerpoint presentation to include projected drama costs for year for students
2. Budget	<i>Current Balance: \$5700, which includes outstanding checks. Projected starting balance for 8/22 is \$4700. Annual cost to run drama website is \$336.</i>	With Mrs. Herzfeld's estimate of \$40,000, fundraising is crucial.
3. Corporate Sponsors	<i>Corporate Sponsorship with 4 Levels: (see attached for details on each level) If additional banner available, can offer smaller sponsorship levels portion of banner (see attached for details on each level) Goal is to raise \$5,000 Potential costs: \$85 / banner</i>	Cori will confirm with Mrs. Herzfeld that ok to offer all perks with sponsorships, as well as confirm how many banners are available. Once finalized, Ellis will begin to solicit sponsors. Booster Board will help by either contacting vendors they know or passing business name / contact name to Ellis to reach out. Ellis will contact kickback night vendors to see if they will take corporate sponsorships. For all perks, need to make sure that flyers, playbills, shirts all list sponsors (as applicable). Need to make sure that VIP seats are held for shows for sponsors (as applicable) Need to get 501c3 Number for sponsors/donors
4. Finalize subcommittees	<i>Subcommittees: Remind: Cori No brainer Fundraiser: Shannon Fancloth: Georgianna</i>	N/A

	<p><i>Coffee Houses: Georgianna</i> <i>Falloween: Shannon</i> <i>Kickback Nights: Tracy</i> <i>Tech Meals: Cori</i> <i>T-Shirt Orders: Cori</i> <i>Corporate Sponsors: Ellis</i> <i>Volunteer Coordinator: Tracy</i> <i>Concessions: Patrice</i> <i>Webmaster: Stephanie</i> <i>Flyers: Stephanie</i> <i>Secretary: Jodi</i> <i>Banquet: All</i></p>	
5. <i>Importance of Publicity</i>	<i>All info that needs to be publicized sent to Cori (for remind) and Stephanie (for website / facebook).</i>	Jodi is contacting Sheila McLean to get Facebook Admin login in for Stephanie
6. <i>Update bi-laws</i>	<i>Georgianna updated by laws and will send out to board</i>	
7. <i>Ongoing Monthly Meeting</i>	<i>Starting in September, meetings will be second Thursday of each month, and alternating months with board only and board and booster parents. First meeting will be on 9/8/22 at 6pm (location tbd) board only. Next meeting will be 10/13/22, 6pm for Board and 6:30 for all booster parents, in drama room.</i>	Cori will confirm with Mrs. Herzfeld that meeting second Thursday of each month works for her and that we can hold meetings in the drama room.
8. <i>Other Business</i>	<p><i>Additional Fundraisers:</i> <i>"Drama Does Donuts" Monthly Sales</i> <i>Monthly calendar competition</i> <i>Got Sneakers Spring Shoe Drive</i> <i>BB&T Concessions</i> <i>Playbill – Parent Ads / Shout Out Messages</i></p>	<p>Cori will get more info from BB&T</p> <p>Monthly Calendar Comp – can we offer perk to those who sell full month? State registration paid for by boosters?</p>
9. <i>First Events of Year</i>	<p><i>8/23/22 Open House / Booster Parent Meeting</i> <i>8/26/22 Plaster Carousel 5-8pm</i> <i>9/16/22 Coffeeshouse</i></p>	Cori contacting Jets pizza to see if they will combine with Plaster Carousel for fundraiser. Once confirmed, Tracy will create flyer and Stephanie will print flyers (amount tbd?)

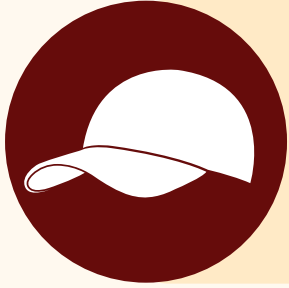
<p>10. <i>Fancloth Fundraiser</i></p>	<p><i>Start at Open House (8/23/22). Give soft date of 2 weeks for orders (for parents) but 3 weeks of sales (with Fancloth). Use updated logo (Georgianna has). If possible add additional logo to be used on merchandise.</i></p>	<p>Jodi will contact Strip Tees (current shirt vendor) to see if they have jpeg file of drama logo.</p> <p>If we can't get the file, we will have Nick recreate the logo (not sure who Nick's contact person is on the Board?) to be used as second option for Fancloth merchandise.</p>
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<p>11. <i>Tech Meals</i></p>	<p><i>Looking into options in place of Dyans. Some possibilities: Chic-Fil-A, Moes.</i></p> <p><i>Need to price accordingly to cover costs (add papergoods, drinks etc as well as web service fee)</i></p>	<p>Cori will ask Mrs. Herzfeld if she can make tech meals mandatory (unless student opts out but then must bring tech meal to school with them). No students leave / uber eats ordering.</p>
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MSD Drama



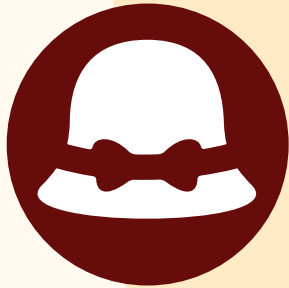
CORPORATE SPONSORSHIPS 2022-23



Supporter Of The Arts

- Acknowledgement on MSD Drama Social Media Accounts
- Acknowledgement on Playbill for 2 Mainstage Productions
 - Fall Play / Spring Musical
- 2 Tickets to Both Mainstage Productions (Fall Play / Spring Musical)

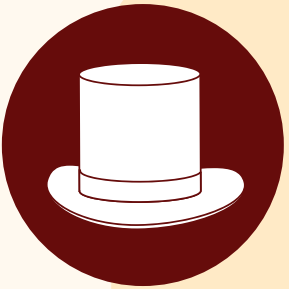
\$250



Patron Of The Arts

- Text + **Graphic / Logo** Solo Acknowledgement on MSD Drama Social Media Accounts
- **¼ Page ad** in Playbill for 2 Mainstage Productions (Fall Play / Spring Musical)
- **Live Read** Pre-Show Thank-You at 2 Mainstage Productions (Fall Play / Spring Musical)
- **4** Tickets to Both Mainstage Productions (Fall Play / Spring Musical)

\$500
(Limit 8)



Noble Patron Of The Arts

- **2X Text + Graphic / Logo** Solo Acknowledgement on MSD Drama Social Media Accounts
- **Full Page Ad** in Playbill for 2 Mainstage Productions
 - Fall Play / Spring Musical
- **Live Read** Pre-Show Thank-You at 2 Mainstage Productions
 - Fall Play / Spring Musical
- **6** Tickets To Both Mainstage Productions (Fall Play / Spring Musical)
- Logo Placement / Acknowledgement on **MSD School Website**
- Placement on **Shared Banner on Holmberg Road** for 2022-23 School Year

\$1,000
(Limit 4)



Royal Patron Of The Arts

- **2X Text + Graphic / Logo** Solo Acknowledgement on MSD Drama Social Media Accounts
- **Premium Placed Full Page Ad** in Playbill for 2 Mainstage Productions
 - (Fall Play / Spring Musical) [Premium Placement TBD - First Come, First Served]
- **Live Read** Pre-Show Thank-You at 2 Mainstage Productions
 - Fall Play / Spring Musical
- **Backstage VIP Tour** for up to 10 people for one Mainstage Production (Fall OR Spring)
- **10** Tickets To Both Mainstage Productions (Fall Play and Spring Musical)
- Logo Placement on **MSD School Website**
- **Live Read Announcements at select Athletic Events** during 2022-23 School Year
- **Solo Vinyl Promotional Banner on Holmberg Road** for 2022-23 School Year
- **Logo on All Drama Show T-Shirts** For Students and Faculty Throughout School Year

\$2,000
(Limit 3)

Hats off to our sponsors! Book Your Packages Today -- Space Limited!
To Secure Sponsorship, Call Ellis Mass 201-602-4771; ellismass@gmail.com