

West Point Parents Club of Washington
Telecon Board Meeting
Sunday, October 30, 2011
7:30pm – 8:45pm

Board/Chair/Other Members Present: Mary Ellen Mullen, President; Nicolle Armstrong, Communications; Carrie Phelps, Class 2012 Class Chair; Vicki and Tom Betterbed, Treasurer; Curt Powers, Webmaster; David Graham, Immediate Past Webmaster; Mary Walker, Class 2015; Donna Scheumann, Membership; Suzanne Mayr, Amy Churchill

Board Members Absent: Vicki Odegaard, Secretary; Garry Brown, Vice President; Kevin Miller, Merchandising; Nancy Lorette, Mentoring

Call of Meeting to Order: Mary Ellen Mullen called the meeting to order at 7:34 PM.

Agenda

- Minutes – Approval of October 2, 2011 Minutes was tabled.
- Communications – Nicolle Armstrong
 - Supporting Membership Certificates – Nicolle explained the application location on the website, their suitability as holiday gifts and popularity with recipients. Nicolle will email Curt a pdf of the customized certificate suitable for framing for posting on the website.
 - Promoting Other Parent Club Products – Nicolle highlighted various products from around the country: The Long Grey Vine Wine, Illinois, <http://www.west-point.org/parent/wppc-illinois/content/view/64/1/>; Tervis Tumblers, St. Louis, <http://www.westpointclassgifts.com/>. Everyone agreed that we want to support our sister clubs, without diluting WPPCWA's advertising supporters or spamming member's inboxes with non-WPPCWA info. Many products are already promoted via wp.org listserves. Agreement to expand Links on website to "Other Parent Clubs". Nicolle will work directly with the other Clubs and communicate the info they'd like to Curt Powers.
 - WPPCWA Materials – Request to share our editable originals with other Parent Clubs was approved.
- Membership – Donna Scheumann pointed out that the current paper based Membership process leads to holes in our data. Discussion ensued about utilization of online registration in concert with PayPal. Suzanne Mayr cited the ASAB 2010 website as a precedent. WordPress PlugIn Possibility.
- WebMaster – The desire for an easier, faster way to see upcoming local events on the website was discussed. Curt Powers will research Calendar alternatives to the small, slow option currently on the right side of the screen.
- Treasurer – Vicki Betterbed will ensure Curt Powers is granted access to PayPal. Suzanne Mayr shared her PayPal experience. Currently, Pay Pal will not talk with Curt as he doesn't show up as an Authorized person.
- Army Navy Game Fundraiser Social – Vicki Odegaard reserved the RAM in Lakewood at <http://www.theram.com/washington/lakewood.html> . All are excited about the 10% fundraising opportunity, the location, the execution ease since each attendee can run their own tab and the 2 large screens. David Graham inquired if the invitation could be extended to WPSWPS distribution list. Although Navy cordially includes Army, their event is in Bremerton. Vicki offered vickiodegaard@yahoo.com email address for RSVPs by December 5. If a larger number than 60 are expected, Vicki will ask for a larger space. About 100 attended the 2010 WPSWPS event in DuPont.
- Fundraising Events –
 - Glitterbug Party - Curt Powers:
 - a) noted that, to date, no one has accepted the invitation.
 - b) Described how Libby Powers conducts the gold buying, including testing the pieces

- c) Detailed how 10% donation of monies to the club works: if you receive \$100 for your gold, the company issues a check for \$10 to WPPCWA. Sellers often opt to donate the entire proceeds of their sale to the non-profit. Curt and Libby will also pass a basket for donations
- d) WPPCWA and WPSWPS will email a reminder to respective distro lists.
- o Joeseppis - Suzanne Mayr and Amy Churchill agreed to chair the event, including coordination of volunteers etc. <http://www.joeseppis.com/index.html>
 - a) Suzanne met with Joe Stortini 10/24/11 at Joeseppi's regarding a takeover night for the ASAB 2013 fundraising.
 - b) Date – Suzanne will reserve Sunday, February 12 from 4 to 8 p.m. The only nights available for a takeover are Mon-Thursdays, and some Sundays. The restaurant is too busy to do something like this on a Friday or Saturday, plus part of the method to this madness is we help generate a crowd on a typically slower night (although Joeseppi's does not have too many slow nights).
 - c) How it works - We publicize the date of the takeover and provide 7 volunteers (3 to be “hostesses” and 4 to bus tables). We would be given a sliding scale of all restaurant revenues minus taxes and alcohol sales. If we have 49 or less people, we receive 5%, 50-74 is 10%, 75-99 is 15%, and more than 100 people is 20%. Takeout orders count as well. When our guests come in, they tell the hostess they are there for the takeover.
 - d) Raffle/Silent Auction - Joe said the key to maximizing revenue to WPPCWA is to have a raffle and/or silent auction in addition to the takeover. (More volunteers would be needed in that case.) We will set up the raffle or silent auction (if we choose to do one) in the “lobby” area to the right of the entrance. We once attended a takeover there by an elementary school. They had a variety of raffle items on display, and there was a clear glass jar in front of each item. You would buy your tickets and you put them in the jar near the prize you wanted to win. Being able to see the number of tickets (or your chances at winning) made it a lot of fun. We will circulate among the tables to sell raffle tickets. We could have a chocolate or dessert auction (or flowers?), something like “Buy a Sweet Treat for Your Sweetheart” in time for Valentine's Day. Also, we will remind all the parents in person at the February 5, 2012 Boodle Bash
 - e) Donation Details - The restaurant conducts business as usual (with volunteer help) and then gives WPPCWA a check for a percentage of their regular earnings for the evening. WPPCWA is not involved in purchasing anything, so the reseller's permit would not be involved in something like this. The restaurant makes a charitable gift to WPPCWA.
 - f) Banquet Room - The banquet room is not part of this program. If there is a private banquet that night, we do not get a “cut” of that revenue since we would not have been involved in booking a private banquet.

Adjournment: Meeting Adjourned at 8:45 PM.

Next Meeting: Sunday, December 4 at 7:30pm. Diane Quinn will present ASAB 2013 venue alternatives and glassware pricing.

Respectfully Submitted,

Vicki R. Odegaard
Secretary, WPPC-WA