

**Crestwood Band Patrons Meeting  
Monday, Nov 30<sup>th</sup>, 2009, 7:00 PM**

Minutes:

No formal Treasurer's Report or Director's Report.

Discussion included the following:

1. **Spirit Wear** – sales were very good at recent Parent/Teacher conferences, especially at the Middle School; however, there is a great deal of concern that other groups are starting to sell Crestwood Spirit Wear. Historically, this was reserved for the High School Bands program as the only group who could sell Spirit Wear; since other groups have exclusive rights to concessions. It was agreed that Mrs. Ferguson will address the issue with Administration.
2. **Middle School Dances** – first dance of the school year was held last Saturday. Attendance was poor – only approx. 152. Band Patrons made roughly \$250 after expenses. Again, concern was expressed about the fact that Middle School dances were supposed to be exclusive to the HS Bands, and now other organizations are doing dances; also a new “rule” was instituted that no dances can be held on Friday nights from November – January (presumably to reserve room for sports). Again, this is cutting into our fundraising ability. There was some discussion about trying to schedule another dance this spring; the Band is sponsoring dances on Friday, Feb 19, Friday, March 12, and Friday, April 16. Suggestions for improving attendance/revenue included passing out flyers, or a refrigerator magnet, with future dance “dates”, holding a “Guitar Hero” contest during dances.
3. **CAV's Games/"Q" Concessions.** – we ran our first “stand” on Tuesday, Nov, 17<sup>th</sup>. Not sure how much we made, probably around \$200. It is expected that future stands will be larger with much better revenue, in order to make it worth the effort. Sue Hurd reported that many people who received training and/or volunteered to help have not yet committed to any games; we are way understaffed for many of the games, including the next one this Friday, Dec 4<sup>th</sup>.
4. **Cookbooks** – are now available. Mrs. Ferguson should have them to sell tomorrow. They will be sold during the Winter concerts at the HS and MS. Also, we need to find out from the committee chairpersons (Kris Thut, Cathy Francis) what other marketing/sales efforts are planned. These need to be sold quickly and should provide a good profit.
5. **Corporate/Individual Sponsors** – discussed the need to continue to solicit for sponsors and donors; it was suggested that we put some info about being a donor in the Winter Concert program.
6. **Individual Fundraisers** – Tupperware orders are due by Dec 2. It is noted that the participation in the individual fundraisers, which benefit the student accounts, has been very minimal. Considering the amount of work involved, it seems that it may not be worth the effort to continue when only the same few students participate.
7. **Mulch Sales** – Mike Cyphert will have an order form prepared for placement in the Winter Concert Program. Prices should be about the same this year; we agreed upon a tentative delivery date of Saturday, May 8<sup>th</sup>. Discussed the need

to develop a sales “system” including a heavy emphasis on students selling and having a per-student “quota” as a goal. The key to success with these types of sales is to have the students doing most of the selling. Other marketing ideas were discussed, including articles in local papers, and Crestwood Comments. It was noted that the last time the Band approached Crestwood Comments, we were told that if we wanted to promote an event, we had to “pay” for ad space. If we encounter similar problems with this promotion, parents may address concerns to the school board. Also suggested were ads on the Crestwood Channel.

8. It was not discussed, but is noted that Sue is continuing to work with a couple of interested parents on organizing a **late winter/early spring fundraising “event”** with ideas including a dinner/dance, reverse raffle, auctions, etc.
9. Other upcoming fundraisers will include the annual **Citrus Sale** in January. A movie night was discussed; need to determine if there is any way to make a good profit on these, and the legal issues involved.

Next meeting will be held on **Monday, January 11<sup>th</sup>, 2010, 7 PM.**

Submitted by

Sue Hurd, President  
Crestwood Band Patrons