

## LHS Band Parents Association General Meeting

February 4, 2024

**Present:** Elli Nyberg, Erin Johanning, Monte Johanning, Justin Endsley, Dawn Endsley, Sheena Lewis, Wendy Bergan, Stephanie Gongopolous, Lori Blom, Becky Brost, Sonia Ohling, Drew Balta, Dan Carlson, Tiana Hodgins, Ben Hodgins, Crista Larson, Tammy and Rich Allen

**Secretary's Report:** by Ande Carlson

- Minutes were reviewed electronically prior to meeting. Lori moved to approve and Sheena seconded. Motion passed.

**Treasurer Report:** by Wendy Bergan

### Balances as of 02/1/2024

1. Checking - #527	\$189,695.74
2. Box Truck - #2296	\$903.61
3. Scripts - #329	\$5,002.27
4. Alumni Association - #5025	\$1,887.78

### Payments made

1. LHS Jazz Band Program funds – annual budget allocation - \$5,000
2. Hyvee – grocery cards - \$35,000
3. Alpha Graphics – sponsorship docs - \$147.77
4. Ben Hodgins – stock photos - \$63.70
5. Design Loft – Yearbook production - \$11,000
6. Press Screen Printing – didn't receive Ch #3269 - \$192.51

### Notes

1. 990 – sending final items to auditor today

**President Report:** by Elli Nyberg

Updates:

- Congratulations on the many accomplishments of the Lincoln band program this past month! Recital Night, Contest, All-State Band Auditions, Winter Concert, Jazz Band performances, Pep Bands, and Winter Guard competitions, Mr. Balta conducting at the South Dakota Middle School All State Jazz Band
- Continued planning for Macy's: The Family, Friends, and Alumni travel plans have been a large part of time this month with the air travel plans coming out from Students on Broadway; have filled the cruise ship; adjustments can still be made with final size of the band, which we won't know for months; people may continue to sign up for the Waitlist or make their own travel arrangements.
- Fundraising Committee continues to be extremely busy planning the path forward for ISA opportunities, sponsorships, individual donors, and grant work to support the program.
- Continue a forward-look focus of our BPA meetings with reports available prior to meetings for review to promote preparation for discussion, questions and decision making.
- The 2023 Parent Survey summary's been reviewed. Overall, a very positive result from those who responded, along with noted area where there are opportunities for improvement. Erin will be putting together highlights to email
- Current committees are feeling the weight of needing more volunteers to lighten the load across the entire organization, and we have had some success in people stepping up to fill some spots already; 2024-25 Volunteer Form is nearly ready to be sent out.

#### Activity and Discussion Points:

- Grocery Cards - HyVee's system will not talk to RaiseRight. Would like to see the physical card process

more available to families. Discuss other options

- Work Shifts - We secured 204 work shifts for February! The Premier Center shifts are gone in seconds.

We continue to work to find more opportunities.

- Fundraising - people continually send ideas - only one, maybe two, have been willing to take the lead

on their ideas. There is no one in the Product Sales Committee to do the logistical work of selling which has been monumentally compounded this year by adding 8th graders in six different middle schools on top of our Lincoln Band family.

- Feed the Band Burger Battle month has wrapped up. Feed the Band is still open though! Able to make our name and presence known in 49 restaurants in Sioux Falls and had a Kelo story done promoting

next year's trip.

- Requested some different reporting from our financial folks to help us keep a good understanding of

our financial picture as we move into trip year.

- 2024-25 Volunteer Successor List attached. Would like to update our Google Form with position

descriptions from committee chairs, to include job duties & estimated time commitment. Have received two committee forms so far.

- New Work Shift Procedure is working well.

#### **Fundraising Report:** by Lori Blom

- Total Raised to date: \$22,006 or 7% of BPA goal

- Next committee meeting: Feb 6

- Sponsorships: Currently \$3,850 already received.

- FOTB (Feed the Band): Burger Battle tents raised around \$2,500.

- Some new Scholarship and Feed the Band fundraising efforts are being pursued.

- Work Shifts: Added wrestling tournament, Pentagon Cleaning shifts and Augie Hockey; Pentagon/Premier Center shifts remain sparse and difficult to secure. Carmyn overseeing first Augie hockey shift.

- Dine with the Band: Chick-fil-a received \$250 check; Feb 12 - Panda Express (41st St;) Feb 13 - Stensland (41standW41st;) 3/3 - Qdoba. Working on weekly dates for SPAT camp.

- Product Sales: Frozen Foods-over \$28,000 in product sales by around 80 kids (earned between 35-40% into ISAs) Febr 27 pick up date- need some parent volunteers from 3:45-6:30p.

- Sheena Lewis has an idea to do greeting cards, is researching.

- Dueling Pianos: Researching this as a potential fundraiser. Angie Wheeler has been involved.

- Grocery Cards: Continue 2pick-up nights/month. Next dates are February 13 & 27.

- RaiseRight: The convenience fee that participants pay when using a credit card during checkout and the mobile app has increased from 26.% to 3%. The convenience fee on orders paid with a linked bank account remains at \$0.29 per transaction, and the debit card convenience fee remains at %1 per transaction.

**Chicken Dinner:** No report

**Silent Auction:** No report. Need a chairperson.

**Spiritwear Committee:** Jo VanWel, Alicia Peterson, Becky Kelmme & Becky Brost met Monday, Jan 15th to discuss spirit wear merchandise for the 2024-2025 season.

- Offer in-person sales again at Breakfast with the Band and Preview Night, plus possibly a couple football games.
- 2 opportunities for online orders; mid/late summer and late October.
- Discussion of vendor options for spirit wear- Monarch Sales or Press Printing. No obligations to current vendor, will compare vendors, consider the vendor that offers graphic designer on site, and make decision. Both vendors will offer supplying black band shirts (a \$2000 gift in kind)
- Discussion of black band shirts- directors discuss need due to new uniforms this fall; consider creating a Macy's themed black band shirt instead; consider athletic wear fabric vs cotton fabric.

**Festival Of Bands:** Need a chairperson.

**Car Raffle:**

- Rich and Tammy Allen have agreed to chair, thank you! To begin conversations with Schulte and other dealerships and set timeframe.

**Mattress Sale:**

- May 4th, 10 am - 4 pm at John Harris Elementary. Need volunteers to help heavily market sale, post signs ahead of the event, assist with event, tear down afterwards.

**Call-a-thon:**

- April 1st, evening for approx. 1 hour; at the main campus of Active Generations (46th St). Thank you Molly Keegan for being a great resource with Active Generations! Target audience is alumni, but considering having kids bring some personal contacts to call. Hour-a-thon company to be used to coordinate and run the event, fee is a % of the donations. Developing script and verifying alumni phone numbers

**Fundraising marketing:**

- In January on socials and web, we promoted product sales fundraisers and the Feed the Band Burger effort, including the KELO-TV news coverage.
- Currently working on getting a Feed the Band student video edited & published. (These were the videos we recorded in early November.)
- We will post reminders on: frozen food sales pick-up date; RaiseRight and grocery card purchases; dine with the band events
- We will publish a couple of posts on each of the following topics: Thanking sponsors and donors overall while inviting new donations.

**Communications Report:** by Erin Johanning

**Web/social media/marketing:** by Erin

- Social performance January 2024: Strong performance with a mix of content. Posting with a consistent strategy is key. In Jan 2024, had a 1300% increase in FB reach compared to January 2023 because of content and consistency. Plan to

- increase frequency of social media posts with more performances, winter guard, students behind scenes, fundraising, Macy's etc.
- Great behind the scenes and concert photos of students in action on socials from Drew and Erin (videos of students prepping for all state, contests; concert highlights from Winter concert; jazz performances and prep; color guard rehearsals)
  - Feed the Band at Burger Battles story with KELO-TV aired on January 10, 2024 and published on our web and socials then and reminded again later in the month
  - Other social posts- fundraising for frozen foods, dine for the band, promoting our musical events, Macy's student sign up deadline.
  - Web updates: performance page: embedded the band Google calendar to reduce multiple entry points of info. Updated pdf calendar with some date changes; other web updates include home page, RaiseRight coordinator update, product sales, meeting minutes, and supporters page- donors updates. Many more updates and refreshes with new info for new year (ISA page- info on staying ahead on payments, remaining balances, recommended schedules for Macy's; Macy's page updates including logo; fundraising factoids for participation to reach \$1710; color guard pages; band ensemble pages; 2024 sponsorship materials)
  - other schools in area have shared being totally impressed with Lincoln and Erin's work on website, kiddos!
  - Call for Volunteers messaging being worked on to create holistic message and coordinate timing of asks for volunteers and BPA board and committee/lead roles for the 2024-25 band year

**Graphics/Design:** by Ben H

- updated the LHS online band schedule. The pdf file was handed off to Elli and Erin and was updated to band website
- can measure uniform trailer for wrap but holding purchase of trailer wraps until next year to save money
- offered to design Fall Marching Band Show theme shirt, once available- thanks Ben!

**Video:** by Ben S

- All State Auditions: recordings completed. As of Thursday, Febr 1, student forms are still trickling in.
- Winter Band concert recorded for KLRN TV, our website, and for directors
- Could do some fundraising videos, winter guard features, record upcoming concerts and jazz events, as requested

**Database:** by Dave

- current spreadsheet reflects changes provided by B&C; current alumni are listed back to 2004- but once graduates leave home, contact info likely stale)
- working on phone number verification process for alumni (students and parents) list for overall alumni list management and ahead of the hour-a-thon fundraising event

**Director's Report:** by Drew Balta and Dan Carlson

- March 18, 2024 All Parent Meeting in the evening- introduction of mattress sale and call-a-thon
- March 25, 2024 Jazz Collective performs at The District
- April 30, 2024 Show Reveal Meeting, tentatively 7:30pm to avoid Ben Reifel concert scheduling conflict

- Color guard competed this past weekend in Omaha, with Varsity placing 1st and Junior Varsity playing 3rd. Congratulations!
- Middle School Color Guard starting this week
- 104 All State Band video clips were submitted by Drew, Dan, and Ben S. Thank you very much for all of your time and efforts!
- District policy clarified, allowing jazz students to perform in venues that hold a liquor license but whose primary source of revenue is food sales
- Jazz Band raised \$890 performing at R Wine in January
- Jazz Collective will be performing at South Dakota Bandmasters this coming Friday, February 9, 2024 and combo will be performing Thursday, Febr 8th at The Pheasant with guest artist Marques Carroll. Lincoln is bussing 30 high school students and 120 Whittier and Patrick Henry middle school students to SD Bandmasters in Brookings on Friday to attend.
- hired composer Andy Boysen Jr for a March clinic with all four bands.
- planning a combined performance of America the Beautiful with Sympho, Concert and Choir at the Spring Pavilion concert.
- 2024 Marching Band Show is designed but not yet released.
- Uniform prototype has been ordered from Stanbury Uniforms.
- Solo/Ensemble Contest had 90 performing entries, resulting in 75 Division I awards and 15 Division II awards. Congratulations!
- Three Lincoln students competed in the SDSO Young Musicians Concerto Competition this past weekend. Kyan Carlson 1st place, Miles Broveleit 2nd place, Irelynn White Henry Charles Smith Spirit Award. Congratulations!

**ISA Treasurer Report:** by Sonja O

- Outstanding ISA balance as of today: \$55,926.00
- Sonja will set up payment table at every band event to help families have access to payment options
- Continue with messaging to strongly encourage payments of ISAs in a timely fashion

Meeting adjourned at 5:05pm by Lori Blom, seconded by Wendy Bergan.

Next Meeting: March 10, 2024 4:00pm at Nyberg residence

*Respectfully submitted, Ande Carlson*