

Willingdon Home and School Association
Meeting Agenda
January 21, 2025 at 7:30pm

<https://us02web.zoom.us/j/85154092006?pwd=72Mj6R0Hufde4qtWhajGgbdjrlwud.1>

Kristy Cuevas, Daniela Fietta, Adam Keith, Josh Goldberg, Alex Ruaux, Veronica Santaguida, Nicholas LeBel-Buchanan, Kristin Taylor, Carolyn Bouchard, Rebecca Diehl, Yemen Belazzoug.

1. Welcome (K or D)
 - a. Welcome back. This meeting was pushed from January 14th to the 21st. Next year make sure the first meeting back after the Christmas break, as well as the first pizza day and froyo are not scheduled for right after we return. A little time is needed to get organized and back into the swing of things.
2. Approval of Minutes: Approved - Alex, Second - Kristy.
3. Approval of Agenda: Approve - Kristin, Second - Daniela.
4. Principal's Report
 - a. Unable to join today.
5. Treasurer's report (Adam - 5 mins)
 - a. Kristy has a spread sheet for the cost and deposits from the Holiday Market. Adam will use that to break the details of that event. It was hard to to break down the direct deposit from the interac e transfers as they are not labeled clearly. This goes for all e transfers. It makes it hard to allocate to a specific event.

Update on Pizza and Froyo Numbers:

More money was made this year on pizza. We will need to re allocate it. Between now and June all of the funds will be spent. We do not carry a large balance from 1 year to the next.

Extra Fund allocation requests:

Request to use the funds to bump up the TSAW from \$2500 to \$3200. VOTE: Approved unanimously. We will mention it to Margo and see if she would like to alter her proposal.

For the end of year event we would like to increase the budget from \$8000 to \$10,000. This could allow us to maybe make the event free and make the food low cost. Daniela and Kristy to come back in the next meeting and have a proposal prepared.

TREASURY REPORT / BUDGET SUMMARY

WILLINGDON HOME AND SCHOOL ASSOCIATION – JANUARY 2024

(NUMBERS CORRECT UP TO JAN 15)

BANK BALANCE TRACKING				
CURRENT BALANCE		\$	43,081.35	Jan-17
TRACKING MONTHLY				
(~25-27th of Month as per statement)				
	Sep-24	Oct-24	Nov-24	Dec-24
Balance	32628.69	45925.54	43863.32	46815.8
Difference on previous month	27167.86	13296.85	-2062.22	2952.48
BUDGET LINES - SIMPLIFIED				
	STARTING BUDGET	INPUT	OUTPUT	BALANCE
FSF	1000.00	5299.65	3390.52	\$ 2,909.13
Graduation (GRAD)	1450.00	11994.83	1347.58	\$ 12,097.25
H&S General Fund (H&S)	3101.08	41502.58	16609.97	\$ 27,993.69
CURRENT BUDGETED				\$ 43,000.07
BANK BALANCE				\$ 43,081.35
Unaccounted budget / balance (or additional H&S)				\$ 81.28

- Note on the budget:
 - **FSF:** Possible discrepancy in was is allocated to FSF from the Holiday Market. Money towards FSF tagged as general “autodeposits” – to review.
 - Likely missing funds for table purchases – other funds generated on the day?
 - Is there a way of taking confusion out of SQUARE payments (if this is the issue)
 - **GRAD:** budget includes the raffle - a separate line in woopayment reporting – this make life easier

1.

PLANNED BUDGETED ITEMS	\$ 21,094.00	
<i>Forecast Pizza</i>	<i>\$ 7,291.57</i>	<i>estimated</i>
<i>Forecast FROYO</i>	<i>\$ 2,702.43</i>	<i>estimated</i>
<i>future events</i>		
<i>TSAW - Feb 10-14</i>	<i>\$ 2,500.00</i>	
<i>Pancake breakfast: March 22</i>	<i>\$ 600.00</i>	
<i>End of Year Event</i>	<i>\$ 8,000.00</i>	

PROJECTED BALANCE (without future \$ 21,987.35

- Project balance isn't 100%... but still looking at a healthy margin. To consider where to allocate?

Pizza Day estimates...

4 COMPLETED PIZZA DAYS	
\$ 7,292	COSTS SO FAR
<i>\$ 1,823</i>	<i>average cost per Pizza Day</i>
\$ 14,583	Projected Total Pizza costs (all 8)
<i>\$ 7,292</i>	<i>Remaining Pizza costs</i>
\$ 28,688	TOTAL PIZZA BUDGET
\$ 14,105	MARGIN

6. Business Arising

a. Film Festival - Info from Ania

Dates: plan A - Thursday May 1, plan B - Thursday May 15 - Need to have approved by Admin.

Budget - Last year it was \$350 for decorations, awards and night caretaker's work; plus we had a soda and popcorn stand, all purchased by the 2024 grad as their fundraiser. We are not sure if the snack stand will be a part of the grad fundraiser again, so we are requesting an additional budget for the initial purchase of snacks.

We are proposing an additional budget of \$350 for the snacks if grad doesn't want to do it. VOTE: Approved unanimously.

b. Pancake Breakfast

March 22nd is the proposed date to admin. We still need approval.

We are requesting a budget of \$700. VOTE: Approved unanimously.

We are considering buying a griddle as last year we borrowed some and some are damaged.

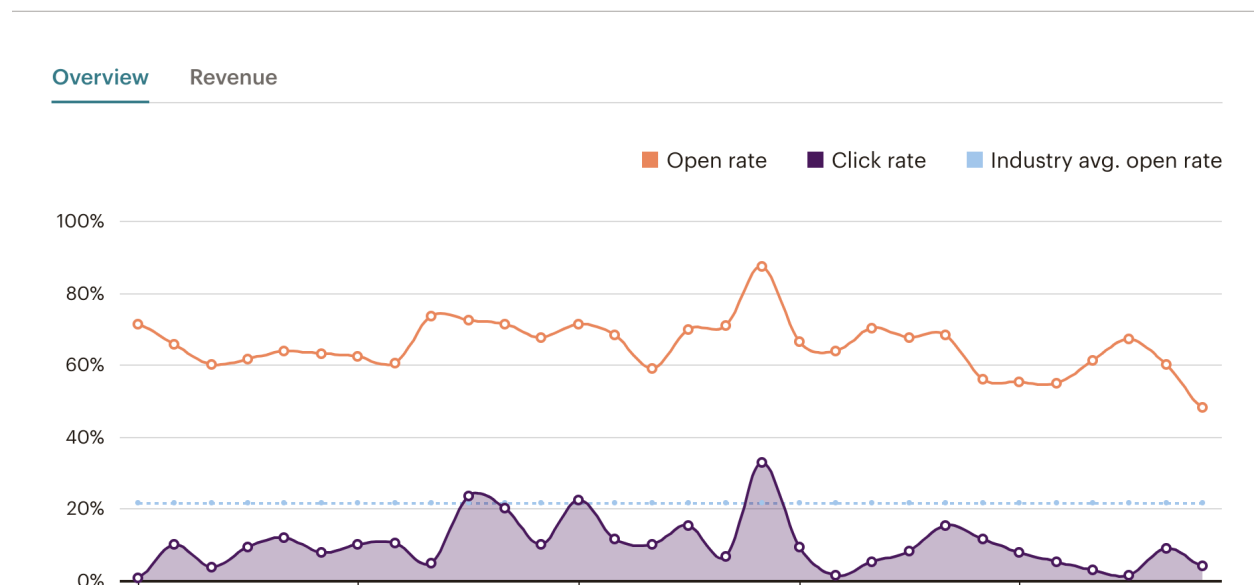
7. Communications (Josh 5 min)

- a. The click-through rate of the newsletter is trending upward, although it's still much lower than what we saw in the Fall.
- b. I think it's worth looking into other ways of connecting with parents and continuing to scale back the frequency of the newsletter.

Newsletter metrics:

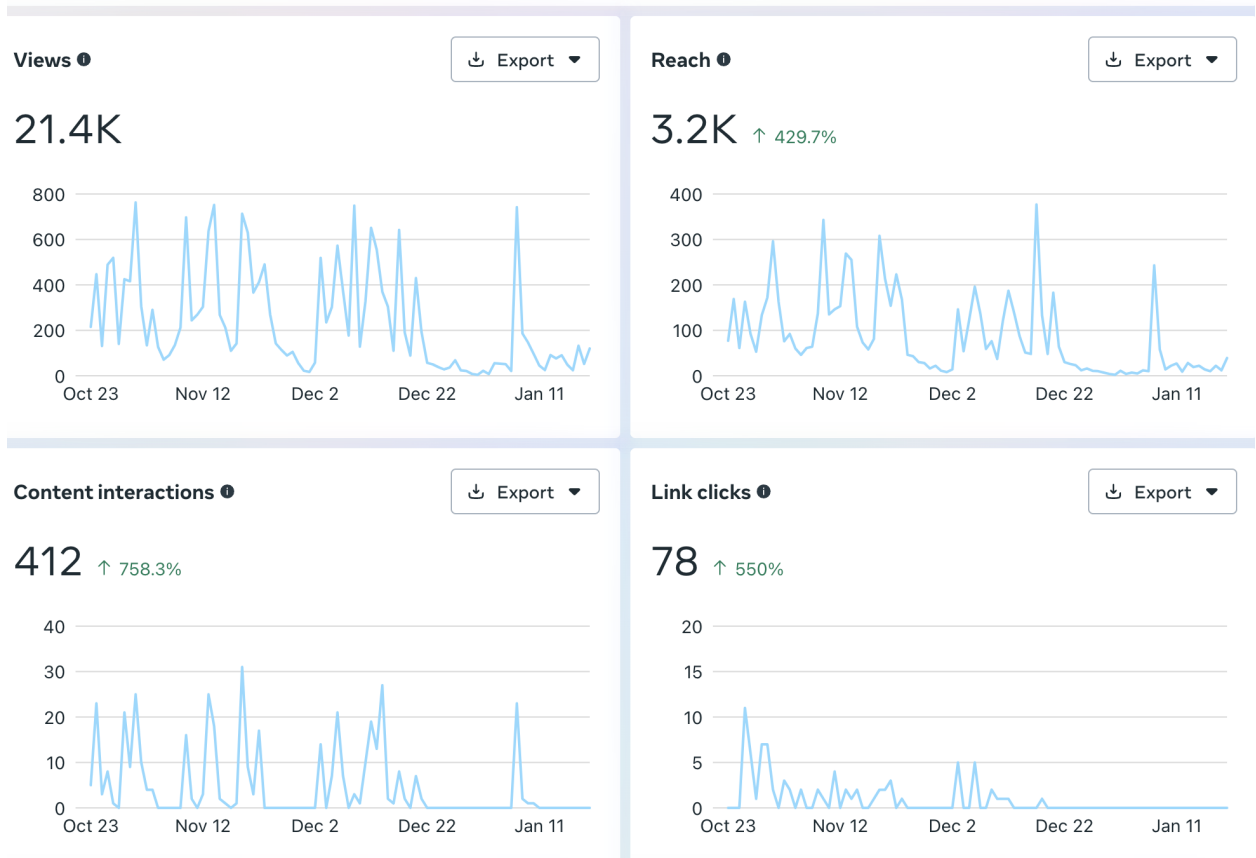
Orange = open rate

Purple = click-through rate



Social Media

When we post, people engage! We should continue sharing the information that matters to our community through Facebook and Instagram, while putting less focus on a weekly newsletter (I suggest we make it monthly with exceptions for urgent comms.)



Social media posting

Reach on social media is pretty good.

3200 on our facebook page is pretty good as well.

What it is saying that we have a better chance reaching people on social media vs emails.

He proposes a newsletter less often, less emails, but more social media.

Let's start bi weekly for the newsletters, and up social media, specifically facebook.

8. Website report (Alex 5 mins)
 - a. Everything is running smoothly. Google analytics is now installed. It's been running for about 6 weeks now. Soon we will have some good data.
9. Family Support Fund Report (Nicholas / Kristin 5 mins)
 - a. The holiday market went really well. Profit was a little over \$1000. Vendors donated an item and grad made another \$1000 from that. An overall great experience.
 - b. Field trip fees will come up from the grade 5's and 6's. They can be expensive. There was a ped day request. Kristan will connect with Kristy offline.
10. Grad Committee -Carolyn
 - a. There will be an event and a gift. The next meeting will be next wednesday. No major news to report at this time.
11. Varia
 - a. Next date for the food Drive. April 7th to 11th

- b. Next newsletter is supposed to be Tuesday the 28th, but lets plan for the 31st instead. Right now we only have the TSAW call out. We also have pancake breakfast and Film festival, can we get all of those things together in time. We can mention the food drive, and community book fair. Remind parents to put names in kids clothing. Everyone put these items into the spread sheet.

12. Adjournment - Move to adjourn: - Alex, Second: - Kristy. Adjournment: 8:23pm

Next Home & School meeting will be on Tuesday February 25th at 7:30pm