

November 11 Playground Subcommittee Notes
8pm via Zoom

Present: Amy, Greg, Sarb, Stacey, Pierre, Suki, Jenny

Regrets: Elysia, Meg, Akthar, Margaret

1. Playground Design & Habitat Kick Off Meeting Summary

Discussed the option of adding an additional set of monkey bars. Would like to consider adding a store front. Switching brown stacking climber to bending climbing wall. Like the idea of talking tubes.

Action: Greg & Brea to go back to Habitat with recommendations for phase 2.

2. Playground Committee Action Item List

Reviewed all roles. Thanks everyone for taking on some pieces! Jenny will try to keep it updated as we go.

3. Habitat Marketing Team - Roles & Responsibilities

Offers a variety of complementary marketing i.e. pledge sheets, posters, thermometers, etc.

Action: Greg & Pierre to get a pledge letter created with Fundscrip.

Action: Jenny to draft a donor benefit outline and send it to a small group. Greg & Pierre to take it to Habitat for final review once approved by Shelley.

Pledge letter brainstorm: why is it important, timeline / deadline, pictures of playground, contact info.

5. Q4 2020 Fundraisers - how do we spread the word, optimize, support each other

- DFS - 40% kick back to us. Online purchasing closes Nov 20.

Action: Jenny to connect with Shelley for a reminder in this Shape of the Week.

Action: Brea to use Facebook to promote DFS.

Action: All to use their social networks to encourage purchases

- Fundscript - Brea and someone TBD to find a second

Action: Brea to speak to Carly (or other) and explore options to launch Fundscrip before Christmas.

- Anything else? no.

6. Q1 2021 Fundraisers

- Optimal number of fundraisers to avoid fatigue - discussed 1-2 per month attempting to optimize special occasions.
- Which options are best? Who wants to do what?
 - i. Grassroots - Scratch Cards, possible DFS for Spring, Pledge Letters to Families, etc.
 - ii. Business & Online Donations -

Action: Greg to connect with Shaw, GF&F and Bronwich and Smith

Action: Pierre to solicit Telus

Action: Jenny to add to spreadsheet.

7. PAC Meeting Nov 17 at 7pm

- Request for Funding - put in a request for a \$10,000 cheque with a commitment to reviewing in 6 months time for an additional \$10,000.
- Sullivanpac.com - do not proceed at this time. Focus on word of mouth, social media.

Action: Suki to explore with his son opportunities that could be really helpful to our group.

Possibly tapping into existing organizations such as Surrey United for example.

8. Committee Members

Erin M and Katie B have asked to take a step back from the committee. They are both very interested in taking on specific tasks as needed. Let's keep them in mind as things come up.

9. Principal Stark's Update

District staff prefer a plaque or signage to a bench as it is less expensive. There are strict rules about the signage in terms of size, location, and amount of donation, but we can do it. I agree with you that a bench would be nice for parents to use while their children are playing, so that is a consideration. Action: Shelley to send details in another email.

Donation page is up and running, although they cannot guarantee it won't have issues. Still working on it. Every donation will automatically receive a tax receipt over \$20. Parents have to add a note in the box provided, that their donation is intended for the playground. We tried to get around this but were unable to do so.

Shelley will continue to work with the district on grants. They tend to go to schools in lower socio-economic areas but it's always worth a try.

Habitat scratch fundraiser – she likes the general idea of this one. She would like the details as to school involvement, but we are willing to support. Anything I can do, I will. Action:

Action: Jenny to loop Dave and Shelley together in an email to discuss logistics.

We are not on the government list of schools this year. This may happen as we get closer to the date of removal, but not at present. This is decided on at a higher level.

Next meeting: Jenny to send out a doodle for the first week in December.