

Sullivan Playground Replacement Committee Meeting Notes
December 2 6:30 - 8:00pm via Zoom

Present: Pierre, Danial, Meagan, Elysia, Greg, Amy, Harjeet, Marley, Shelley, Brea, Jenny
Regrets: Margaret, Suki, Stacey, Sarb, Akthar

Agenda:

1. Review previous notes and action items.
 - Jenny drafted a donor letter and was approved by Shelley.
 - Didn't require habitat to approve
 - Jenny connected with Shelly for shape of the week for fundraiser
 - Brea used FB to promote DFS and worked well
 - 2021 fundraisers, Greg to connect to Shaw,
 - Pierre to solicit Telus - he didn't receive a reply back and will tailor our donor package and send it for better response.
 - PAC meeting - PAC contributed \$5000 to the playground committee.

2. Playground Design Update - Greg 10 min
 - a. Dave provided new drawings but not new prices yet.
 - b. Talking tube, climbing wall added. Two sets of monkey bars added and the low climbers will run next to them, and a small store front under a slide was added
 - c. Greg is still working on wording for a pledge letter to get to habitat. He will send out to everyone and welcome feedback for wording
 - d. Scratch cards are designed but can still be tweaked
 - e. Pledge letter & scratch card going home to parents. Feedback to add monetary targets. Cheques need to be made out to SD36 but have a memo for Sullivan Elementary Playground. Funds have to go directly to the district. Embed an url into the PDF to direct people to click on the digital copy. Greg to check with Habitat about adding it then have a secondary copy for paper form. Shelley will adjust a letter to send out adding donations over \$20 to receive a tax deduction and to make sure cheques are paid to SD36. Cheques can be sent to the district from the school. Prefer not to have any cash. Greg to add preferred methods of payment to the letter. Critical to write in the note inside online donations the money is for Sullivan Elementary playground. Shelley will clarify if debit & credit can be used.
 - f. Thermometer based on Sullivan train, with tracks and old ticket. May change up the colours

3. Funds Received To Date - Amy 5 min
 - a. Confirmed A/R Tracker - seeking a 2nd volunteer
 - b. Confirmed revenues to date \$15,795
 - i. Anyone that is leading a fundraiser, please get Amy totals to add in.

4. Q4 2020 Fundraiser Distribution - Brea 10 min
 - a. How can our committee help?

- i. DFS - order was received at the school today. It was well organized by child and division. Rosie is distributing to the classrooms this week.
 - ii. Fundscrip - ongoing until Sunday. 19 people have registered and only 4 people have ordered. Looking at a \$16 return. Feedback that paper ordering is more successful but trying to do everything online. Harjeet mentioned her hockey only focussed on grocery cards and profited nearly \$3,000. Also hit up offices that buy employees christmas gifts. Brea will send Shelley a blurb to email it out again.
 - iii. Mention that instagram or twitter could also be used to put messaging through another channel. Maybe worth trying to use instagram for one campaign in the Spring to see if any traction could be used. Elysia & Meg willing to tackle setting up an Instagram page. Will have to be independant page from the Facebook parent page and not contain images of kids.
5. Draft Grassroots Project Plan - Jan - June 2021 - Jenny / Brea 15 min.
 - a. Review draft plan
 - i. Don't want overlapping campaigns. Scratch cards & chocolate are overlapping. Jenny worried about scratch cards in January as its just asking for money. Consensus to push it off until a holiday time and it can be pushed to family.
 - ii. Purdy's better to be moved to March and take out chocolate in Jan
 - iii. Add DFS in March
 - iv. Frozen soup or neufeld farms in January. Kirsty's father-in-law did soup in the past and that was successful. Bre will re-do the draft to present at the next PAC meeting Dec 15th.
 - b. Seeking a 2nd / 3rd for most fundraisers
6. Business & Online Donations Team - Greg / Sarb 15 min
 - a. Pledge Letters
 - b. Spreadsheet to Tracking - Sarb put together a spreadsheet on who the key players are that we want to attract. Jenny will put names on who will approach whom for donations with a full package with donor letter, rendering.
7. Playground Committee Action Item List - All Roundtable 10 min
 - a. Shelley will provide a letter as part of the package.

Next PAC meeting: Tuesday, December 15 at 7pm via Zoom

Next Playground Replacement Meeting: Jenny to create a Doodle poll for Jan 5- 7.