

WILLINGDON HOME AND SCHOOL MEETING

October 29, 2019

Present

Kristy Cuevas, Luisa Carpio Mak, Julie Trudel, Sally Burnett, Genevieve Trudeau, Kristin McNeill, Sarah Soifer, Jill Sanderson, Miss Daniella, Angie DeSanctis, Maya Doughan, Jessica Giroux, Daniela Padulo, Teffer Adjemian

Welcome and introductions

The meeting starts at 7:00 PM

Approval of Agenda

Genevieve Trudeau, Luisa Carpio Mak

Approval of Minutes

Submitted by Kristin; on the Blog: Luisa, Genevieve Second

President's Report (Sally- Julie)

- Movie event at the senior campus was very well attended although we underestimated how much food we needed. We have a plan in place for future movie events
- The first Thoughtful Thursday collection of non-perishables for the Food Depot happened this month. Our collection wasn't our best ever but we will continue to promote throughout the year and ask the admin to help with promoting
- Open House was in the dark due to the storm and power outages. We had several families still tour the junior campus and 3 groups toured the senior campus during the day. We are organizing volunteers to man the rescheduled open house on Nov. 7
- Our first Gardening Bee at the senior campus was attended by about 6 families. It was a beautiful afternoon and a tradition we look forward to continuing throughout the years.
- Photo days went well thanks to our patient coordinators. All kids took individual and class photos and siblings were also arranged over the two campuses
- Halloween will be hosted again with the haunted house and activities planned for the whole day. It is being coordinated by Lara, Eva Saks and Sally. We are looking for a lot of volunteers so please join us if you are available.
- Recettes en Pot Fundraiser for Family Emergency Fund will kick off and run from November 1st to Nov 15th with pick-ups being at our Pancake Breakfast on Dec 7th.
- Upcoming this month: Carolyn's toy Drive- throughout Nov and Book Fair Nov 20th

Principal's Report (Maya)

Grade 4 has really matured and taken on responsibilities, lots of positive feedback for the newfound space in Junior campus. The senior campus also has a strong student-led feel. Nutrition Lounge has been partly converted to the student lounge, 16 clubs running. Lots of available tech all up and running. Open House Nov 7th. Terry Fox- 5 students and Mr John shaved their heads. Teachers and staff are more settled, the specialists going between two campuses' have been amazing. Construction is cleared up at Senior, things are going well!

Teacher's Report (Miss Daniella)

- Oct 1 Grade 2- Quinn Farm Outing
- Oct 2 Ribbon-cutting ceremony for the new campus
- Oct 3 Nature Walk
 - Fire Drills (Jr & Sr)
- Oct 8 Kindergarten Quinn Farm Outing
 - Grd 4 Vaccinations
- Oct 10 GMAA cross-country run & Thoughtful Thursdays

- Oct 11 Camp BET - Grd 4
 - Progress reports
- Oct 17 Open House
- Oct 22 Grd 3 Abraska
 - Photo Day
- Oct 25 Pizza Lunch

Communication/Membership Report (Submitted in writing by Trinity W)

1. It's a busy season of campaigns - we'll continue to see several emails and social media posts weekly from now until the holidays.
2. We have been including the google calendar at the top of every email since the last meeting - it does not seem to have resulted in too many more calendar clicks, but we do know some parents find it helpful, so we'll continue to include it in all emails one way or another.
3. Facebook: We are 2 followers away from 500! Our posts have been reaching quite a significant audience. Even mundane posts typically reach 200-300 people. Our Open House post with a couple of photos of our lovely parent volunteers reached 2400 people! The post about Veronika's artwork reached 600! This speaks to the interest in seeing real photos of our community rather than stock photos and cartoons, however, we are very cautious about posting photos of children unless we can be certain they are cleared for permission to post.
4. Mailchimp:
 - At last meeting, we approved a budget of a few hundred dollars for a paid account at Mailchimp, our email marketing system, with the goal of allowing multiple audiences -

in other words, allowing H&S to email Kindergarten parents (Santa Breakfast) separately from Grade 5-6 Parents (Senior Campus), 4-5-6 parents (geography challenge, basketball/soccer), entire parent body, etc., to avoid audience burnout. Last year we were able to maintain multiple audiences on our free account, but their pricing policy changed in May 2019. Unfortunately, the cost is higher than initially discussed, because there are additional fees above advertised for any account with more than 500 contacts (we have just over 800 and growing!).

- The Essentials plan would cost \$40 CAD monthly plus tax (the company is American so not sure exact tax rate) and only allows 3 audiences total, which is helpful but still doesn't necessarily meet all of our needs.
- The Standard Plan would cost \$65 CAD monthly plus tax. This has 5 audiences, so would just meet our needs potentially without any unforeseen comms.
- In my opinion, neither paid plan is worth the cost when it comes to spending fundraising dollars from families.

Solutions:

- I propose we stick with the free account, and that we continue to be cautious in minimizing number of emails overall, keeping them as brief as possible, and if an email pertains to only some of the grades, we'll make that clear at the top of the email, and folks can ignore it accordingly.
- We may want to put a brief disclaimer at the top of the some of the specific emails, explaining that some emails only pertain to certain grades, but to avoid paying fees, we are sticking with this basic and free account, to please bear with us, etc.
- Grade 6 can be reached through the separate grad committee Mailchimp account if needed.
- For Santa Breakfast, we could consider a manual email from the H&S email account to only kindy parents (may have to break the email addresses into 3 or more groups, and just send the same notice on repeat).

Treasurer's Report (Geneviève Trudeau)

Total \$65,000

Emergency Fund \$7,000

Pizza Orders: \$22,300

Froyo: \$11,200

Membership Chair

Kristin - done! 159 Members

Grad Committee Report

Luisa - second meeting last week.

Co-chair: Luisa and Genevieve

Coordinators for most of the positions, more details to come.

EDP Report

Very Busy but going well.

Other Business

- 1) Halloween - Oct 31: Setup Wednesday after 6PM; Lara has developed a schedule for the kids to go through the various activities - come by and give a hand!
- 2) Recettes en Pot Kick off Nov 1: completely paperless, 50% profit to the emergency fund; Last year \$2k for the fund and 400+ meals to the Food Depot
- 3) TSAW - Teacher and Staff Appreciation Week- Kim & Luisa; smaller events throughout the year.
- 4) Carolyn's Toy Drive: List of Kids soon, Deadline is Dec 2 - sooner is better. Online Sign-up Sheet to be launched 2nd week of November - boxes needed at the office for drop-off.
- 5) Book Fair Nov 20: Book-Fair meeting this coming Monday to determine dates etc. Used Book fair - callout for second-hand books. Box set up outside of the office at both jr & sr.
- 6) Pancake Breakfast Dec 7: Kim Tulloch looking for a co-coordinator.
- 7) Food Drive: Week of Dec 9th Sharon Sweeny & Marlo to help with this effort and carolling
(NOTE from Maya: Parish near Senior Campus St Catherine de Sienne would be willing to help with overflow if any for the Christmas Baskets)
 - a) Carolling: Let the parents know ahead of time what songs so the kids are familiar with. Better communication with the neighbourhood - posters, FB posts? December 16th or 17th.
- 8) Sock Drive/Cards
 - a) Supporting Old Brewery Mission and others. Monique will be distributing the cards and we will collect and deliver the socks. Jill Sanderson will communicate with Monique for details.
- 9) Kindergarten Breakfast: Santa, breakfast, small gift etc. Parents are invited; PJ's? Don't forget to keep it Green! Approx 9:30-11 AM The week before Christmas Break.
Volunteers: Angie, Jill, Sarah and Ania December 18th?

New Initiatives

- 1) Parent Green Committee
 - a) Table cloths- Fabric 60x126 QTY 30 (roll) cotton.

- b) TerraCycle- box to recycle snack items- shift item to Green Committee and see if funding is required.

Budget

1. Pancake Breakfast \$700 - Genevieve, Kristin Second PASSED
2. Kindergarten Breakfast \$1000- Genevieve, Sarah Second PASSED
3. Carolling \$250- Luisa, Kristin Second PASSED
4. Emergency Fund Baskets \$1600- Gen, Luisa Second PASSED
5. Table Cloths \$600- Kristin, Luisa Second PASSED
6. Gear Sales - Hats \$600 - Gen, Jill SECOND PASSED

Varia

Nurses office -parent staffed? Fact-finding mission.

Minutes submitted by Kristy Cuevas

9:06PM