

## Quest PSA Meeting Minutes

October 8, 2019

Present: Karine Fiore, Roxana Naughton, Ninita Choksey, Christy Magerkurth, Dionne Penager, Sapna Garg, Kimberly Thompson, Rachel Zahn, Anne Sebastian, Grishma Shah, Tricia Reuter, Jen Vakharia, Manish Rege, Andrea Hernacki, Shilpa Gleia, Karen Dickenson, Jacque Negus

Meeting called to order: 8:04am

### 1. Introductory business

a. Minutes from August and September were approved with one change noted by Sapna.

#### b. Budget

Fine Arts Night will be re-instated as the Art Fair/Ice Cream Social Event and will be the night before Grandparents' Day. It will have a different format than the last few years and will have tours through the art and the social event aspect. PSA has been asked to purchase ice cream for the event and to solicit volunteers to help set up the art. This is a combined Showcase/Hospitality event.

The budget has been updated to include this event. The first spirit wear event made over \$200 and the first Amazon Smile donation check totaled over \$70. Manish will work to do a communication regarding passive fundraising.

### 2. Review past events

a. The Room Parent Coffee was well attended and the room parents are engaged. Halloween party planning is in full swing. Auction projects have not yet begun.

Volunteer needs for Pumpkin Fest are needed in order to solicit.

b. Museum opening – Soft opening with the Board went well. The public opening included the mayor and many Quest community members. It became open to the public on September 25 and is open Wednesday and Saturday from 9-11am. The Museum will also be open on holidays.

Marketing has been sent to the Little Knights, NextDoor and other social media, and local schools. The Museum will be getting its own Facebook page and a more formal marketing plan. The team is working on additional marketing after having been focused on the launch.

Attendance to start has been low. Some school groups have already registered and will be able to come on additional week days. A volunteer sign up has been sent out to parents. A document outlining what

volunteers need to do is being developed to help provide guidance. The PSA Board is encouraged to signup.

Finally, My Museum has applied for a scholarship from Crayola to help offset ongoing expenses.

c. Story Telling night – The event was very successful and the light food, 800 glow sticks and water helped make it an enjoyable event for all. The communication was also quite good.

d. 4K – The event was a success despite the weather. We sold fewer tickets but had more sponsors so raised over \$12,000. Looking forward, some items to consider – better course marking, ensuring the date doesn't conflict with religious holidays, develop a new logo, remove the children's fundraising aspect

### 3. Upcoming Events

#### a. Pumpkin Fest

An Evite was sent out and flyers have been developed as well. The committee is looking at what the school has to use. Pizza Bella will be used for food along with veggie trays and additional items. The cafeteria will be the middle school zone again and there may be a middle school lock in after the event. Grishma will send the volunteer link from the evite to Dionne.

#### b. Committee Progress Reports

Parent Education-the Committee is developing a calendar of events. On January 30<sup>th</sup>, there will be an executive function event. An additional AI event focused on different age groups is also being planned.

Leap into service day – The Committee is considering February 29<sup>th</sup> for the LS and March 1 for MS and is balancing distance with the volunteer opportunities in making a selection.

Teacher Support – In October the Committee will do a breakfast during conferences and a small mailbox treat.

Reading Innovation – The planning meeting took place. The theme will be Read the Rainbow. There will be tickets awarded for different reading categories (amount read, different genres read, etc) and students can use the tickets to win prizes. An author is being invited that will speak on anti-bullying and other events will be planned as well.

Fundraising – Working on communications. The next spirit wear event is 11/11-11/21. Amanda will ensure the approved logos are used and Roxy will meet with Manish to assist with transferring the coordinator role.

Showcase – The bulletin board is featuring the chess and cricket activities. The Committee has been submitting articles to the weekly quest featuring different activities. Soon teacher spotlights will begin as well.

General – Quest is trying to be more green so please ensure recycling is used at events and waste is minimized.

#### 4. Administrative updates

The Kingdom Campaign is about to begin. PSA pledge forms were handed out at the PSA meeting. It would really signal support if the entire PSA Board were to contribute at any level. Please turn in your forms by 10/16.

Mrs. Negus provided a school marketing update. Quest would like to increase enrollment especially in small grades to ensure our students have the best experience possible. To help with this effort, a part-time marketing administrative assistant is being sought. This individual will enable Quest to fully implement its marketing plan.

Meeting adjourned.