

We acknowledge that we are on the shared traditional territories of the Coast Salish peoples and the Musqueam, Squamish, and Tsleil-Waututh Nations... and for this we are thankful.

Date: November 13, 2019

Location: Roberts

Library

Time: 6:30 - 8:00 pm

Exec attending: Ian, Holly, Michelle, Ryan, Sandy - *Absent:* Juciane, Andrea

Parents:

- Welcome and Introductions - Chair, Ian
 - Fundraising:
 - Complicated issue with diverse options; PAC fundraises to assist our school in having what we need in a timely way;
 - Showing up with financial assistance to our school allows PAC influence; more than bringing opinions to the table
 - Our school values traditions that bring our community together (funfest, funky Fridays, movie nights)
 - Direct appeal is another fundraising avenue - Ian will be meeting with a couple of parents who are professional fundraisers
 - Can have lots of money but without community and volunteers nothing gets done - volunteers are a big part of success
 - Grants is one area where some assistance from parents would help
 - Major gifts is another area where assistance from parents would help keeping in mind some parents opinions as to who major donor relates to the school
 - Funky Friday Pizza - Anna
 - Nov 15, 2019 - 204 orders (plus lunch program children) = roughly \$1,500 profit for the school
 - 12 teams go to 22 classrooms requires the most volunteers; 4 divisions eat lunch before noon; pizza arrives at 12:30pm and then delivery is at 12:50pm/1pm;
 - Many people donated extra money and we have enough volunteers for this one but we need more for December
 - Volunteer time is 30 minutes prepping / 30 minutes delivery / 30 minutes clean up - volunteers can do all 1.5 hours or a 30 minute slot
 - Lots of parents didn't know about this one and we suspect the numbers will be much higher in December
 - Winter Market - Nov. 28
 - Order forms have been coming out and all items will be available for pick up at the market
 - Set up will start at 1pm, primary winter concert starts at 2pm and the market is 3pm-7pm

- Holly has figured out ways to purchase extra items (eg. Purdy's) that can be sold at the market
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- Wreaths/Poinsettias
 - Highly recommended as all are really great quality
 - Would be helpful if parents could visit neighbourhood businesses and encourage purchases
 - Sales this year have exceeded last years sales;
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- Purdy's/Card Project - as at PAC meeting:
 - Purdy's are about \$1,000 away from last year's sales
 - Not doing Easter Purdy's as the proceeds are a third of Christmas amounts
 - Card project is low at \$6.13 per child that participated and created a card that was sent home; if we don't do \$12 per child, we can't do it next year; sales are at \$3,600 of the \$6,000 goal
- Direct Appeal
 - Letter is drafted and plan to send out November 21;
 - \$80,000 could be generated if every family contributed \$150 which would allow our school to have a projector and apple TV in every class, a theatrical performance etc - these things will happen naturally but not as quickly
 - Recognize families can only give what they can and that some families are more able to donate time than money
 - the minimum amount allowable by the system is \$20;
 - not limited to Direct Appeal window - families can contribute at any time during the school year
 - Tax deduction is an incentive to benefit the person donating as well as the school - value for your money
 - Hope is to focus on driving participation as opposed to a dollar amount to continue Roberts traditions of encouraging community and engagement
 - Discussion of a big laminated sign with a graphic of people of all sizes and shapes and kids can colour in the people as numbers of contributions go up
 - Ian to prepare a more personal letter to families sharing his perspective and what was done with funds last year to connect with families who would want to donate if they knew what was needed and where the money would go (eg. water fountain purchased by PAC last year); maybe a link to Roberts website which has this info as visuals are helpful
 - Exploring the option of subscription (eg. \$10 per month) however, not currently attached to tax deduction at this time
 - Discussion of possible two appeals - one before Christmas and another in the Spring with the hopes of the first being closer to early October
 - Discussion with Sean regarding school cash online limits of not being able to take credit card or any type of auto reminders; since school cash online is a business they could be motivated to make changes upon receiving feedback

- Further Parent Survey - Andrea
 - Purpose would be to find out why people donate or don't donate to direct appeal;
 - PAC is trying to gather and preserve data to allow future PAC to make informed decisions
 - Maybe in January 2020
 - 130 people answered the first survey and 200 answered it last year
 - Would distribute the information by usual avenues - facebook, emails, physical letter distributed by teachers in an attempt to reach all families
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- Principal's Report/Q&A
 - Lunch Lab
 - Halloween had "eyeballs" with one type made with meat/sauce and olive;
 - another lunch lab had a visit from a district associate
 - Remembrance Day assembly
 - thanks to Ms. Sekon and class for running it
 - assembly behaviour at Roberts is being worked on
 - Indigo donation
 - \$95,000 over 3 years - must be literacy related
 - Mr. Woodworth and others attended at Indigo and chose materials for Roberts; Mr. W. has a phenomenal knowledge of books and was very helpful in choosing books that teachers would want
 - new books for classrooms, main library and a few problem-solving type materials for the office for children to read while they are waiting there
 - 30% discount on books bought from Indigo

 - Code Yellow on Nov 13
 - Parents would like more information than was given;
 - Privacy of those involved is important and must also balance need to know of parents
 - Provide more clarity of the safety aspect - Sean will include a line about how the event was not an intruder
 - Kids understood the difference; doors were locked but no hiding needed;
 - better term than "code yellow" is "lock down" which specifically indicates an internal threat
 - King George
 - Ian reached out to hydro and project managers of King George and indicated that Roberts would like to be included in decision making process
 - Sean describes how the different players have lots of disconnect and as a result can often have a hard time understanding each other's perspective
 - West End parents want transparency - Sean will pass on to those he knows letting them know that Roberts PAC wants to be included in discussions and decisions and Ian will pass along the names of the people he spoke to already

➤ Adjourned at 8:00 pm

Next meeting: November 13, 2019