

## **PMC Meeting Minutes August 6, 2008**

Present: Kesa Labanowski (Co-President), Ruth Thompson Mann (Treasurer), Michelle Donnelly (Program Coordinator), Kali Sklove (Secretary), Corrina Lozanov (Playgroup Coordinator & New Member Social), Sheri Chlebowski (Monthly Social Coordinator, Club Scrapbook and Club Photographer), Kerry Petersen (Publicity), Margaret Scott (Charity Fundraising Coordinator), Angie McCall (Photographer & Fall Carnival Coordinator), Veronica Blaustein (Vice-President)

Absent: Chrissy Minnick (Co-President), Julie Lannert (New Member Coordinator), Sara Jehan (Newsletter Editor),

Others in attendance: none

Meeting was called to order at 7:06 p.m.

### **Old Business (Kesa)**

- July Board Meeting Minutes-approved by concensus

### **Board/non-board positions-**

- Open-community liaison (a couple people have shown interest), service project coordinator, have 1 event coordinator and may have another for egg hunt, fundraising coordinator, resource guide (has 1)

### **Treasurers Report (Ruth)**

- Had relatively small intake this month, a higher spending but this has prepared us up for the year.

### **Updates to Annual Budget (Kesa)**

- Charity Fundraiser-\$1,500 budget for revenue, \$500 spending budget for individuals in need. Revenue ideas include restaurant nights, etc. Discussion of this position raising funds to meet community needs, not to go into general club budget.
- Line item for labels etc. for mail prep position
- Updated budget not yet approved, charity fundraising discussion tabled for next month as well as possible change to publicity budget.

### **Movies in the Park Recap (Sherrie/Michelle)**

- Went great, good turnout, had just a little pizza leftover.

### **New Member Social Recap (Corrina)**

- 25 rsvp, 23 attended, most children under 1. Playgroups came together.
- Still needs more hosts. A Veronica, Kesa & Margaret offered.

### **Moms Night Out Recap (multiple)**

- About 10 people there, great time, gave free spray tan in addition to Kerry's makeover, they were very nice.

### **Aug 15<sup>th</sup>-Family Potluck (Sherrie & Michelle)**

- Aug. 15<sup>th</sup>, Family Potluck at Elim
  - Will have many veggio dogs, we ran out last year

- Will ask for side and desserts
- Will have raffle with proceeds to Relay for Life.
- Will sell popcorn.
- Need help with setup & cooking beginning at 5pm.
- Listed event on craigslist. Discussion of whether our meetings are open to the public. Our meetings are open to potential and affiliated non-members.
- Sept-ice cream social at Creamery
- Oct-Preschool Info Night at Women's Club.
- Nov-Annual Cookie Exchange, date & location to be determined

### **Fall Carnival (Angie)**

- 19<sup>th</sup> of Oct., Kenilworth, 11-2:30
- Cars & Track reserved
- Dandy Andy jumpy house. Will call to confirm closer to the date.
- Kesa has contact info of hot dog guy.
- Popcorn machine will run
- Childrens Museum on the Go-we will make a \$100 donation
- Caricature Artist-we lost money on this last year. May not have this year. Will see if we can make it work.
- Angie will look into spray tattoo artists.
- Will have a face painter available
- Looking into having balloon animals as well.
- Costume Contest at noon.
- Cake Walk
- Bake Sale
- Photo Booth-looking at ways for non-members to receive their photos, and for everyone to find their photos easily
- Petaluma FFA-petting zoo? FFA carries their own insurance. Need to check with Kenilworth.
- Plant a seed booth
- Looking for volunteers-will contact Jamie
- May be able to increase budget so plenty of activities are available.
- Dr. Ramos will come
- Playgroup booths-beanbag toss, tummy time, craft table, etc.
- Will be sending a flyer to be inserted in the newsletter

### **Relay for Life (Kesa/Margaret)**

- Raffle at BBQ to benefit this –Bici to make a donation
- Margaret to help at BBQ with raffle (need not be present to win)
- Annika to donate a portrait session as a raffle
- Box in front of each prize
- 2 tables-tupperware & melaleuca will sell and make donations to Relay
- If we purchase items for raffle, we should purchase from businesses who donated for our spring tea. We could ask for matching. We'll be clear that this is for the Relay, not for the club.
- Athletic soles-Holly wants to work with us to have a sale day, 10% will go toward relay. Margaret will have discussions about who will follow-up with Holly.
- Sherri suggested we have spider man or other and sell photos and profits to go to relay.

### **Charity Fundraising (Margaret)**

- Risibisi-wants to do a fundraising day. Veronica to give info to Margaret.
- Craigslist post this month, young mother in need, brought about discussion of role.
- Margaret to work with Kesa & Chrissy to develop some guidelines for position and donations.

### **Victoria to look into tax status.**

- Will report back next month

### **Fieldtrip (Kesa for Marianne)**

- Traintown fieldtrip this Friday
- Friday Sept 5-hands on tour at mini horse farm
- Other ideas-firehouse,
- Sherrie will try to get photos from each event
- Sticker tour went great, but long video at beginning. Next time might want to just have sticker “party” not tour.

### **Publicity (Kerry)**

- Publicity plan-very ambitious, including press releases.
- Hope to send early enough to print with pictures.
- Events posted to websites.
- Want to build a list of places to put flyers, which has crossover with resource guide.
- Has 3 volunteers to help with building a list.
- Has called all hospitals, doulas, midwives, birthing classes with minimal calls back.
- Anne Diggs has volunteered to assist with new flyer and brochure. Hope to evoke emotion, use photos, stories, etc.
- Need budget for printing and hopefully advertising. Kerry will be making proposal for next month’s budget vote.
- Will ask everyone to distribute
- Has been working with Jemetha to work with Chamber
- Will look into chamber welcome packet
- North bay family expo-\$300 negot. Could coop with other moms clubs, home show will also be combined. It was determined that it’s a lot of work to organize and likely not our target.
- Brochure in Spanish? Conversation to have next time.

Meeting was adjourned at 9:10 p.m.