

THUMB Meeting via Zoom

May 27, 2020/June 1, 2020

Attendees: Laura Everage, Lisa Barnes, David Lawrence, Suzy Gibson, Patty Ginnebaugh, Spiro Tsingaris.

### **Click-A-Thon**

The click-a-thon was deemed a success. Over 136 families participated with an average donation of \$88 (minus one very large donation for \$2,000) for a total of over \$13,500. As of this writing more checks have been received in the school office.

For next year, the hope is to have the students make initial phone calls with follow up via email. This should give a larger database of potential donors since the current database has names with phone numbers but not email addresses. There will still be an easy way to pay online via website and newsletters as that was effective for gauging the campaign and getting the money quickly.

Because we used MailChimp for the newsletters we will be able to continue to reach out to donors with information regarding the music program and invites to local concerts.

### **Budget**

Heading into next year, THUMB is in a good position with the budget. There was left-over money from the guest artists as they were unable to help with distance learning and Zoom classes, as anticipated. Tam music was also given the ongoing Tam High Foundation grant for next year.

This year the board was able to implement a few changes to venues and concessions that allowed for more income. There were donation boxes available at all concerts. Most concession items were baked or purchased by volunteers, rather than THUMB. The past Valentine's dinner turned to a dessert reception which had fewer expenses and increased profits. Implementing the "sweetstakes" also had a positive fiscal impact. And lastly increasing the prices for poinsettias for the holiday concerts brought in more revenue.

There are many unknowns for the 2020-2021 school year. We anticipate more money will need to be spent on technology (video camera, software, etc), training for Spiro, as well as guest artists.

There was discussion regarding venues next year. Spiro said the students enjoy playing for an audience, but may have fewer options next year. We may need to have more outdoor venues (such as Tam amphitheater, field) due to Covid 19. It is unknown how many students will be able to perform together and with what type of audience. The gym is big but not ideal for the sound quality. Spiro said some kids feel discouraged playing there as they don't; sound as good as other venues

All agreed it would be better to spend less money on outside venues (or have fewer concerts), so more money could be spent on specific guest artists (winds, trumpet) to help with instruction.

Next year was supposed to be a New York festival year, however it is unknown if the trip will still happen. THUMB will continue to budget NY, just in case.

### **Celebrating Seniors**

There are 24 music students graduating this year. 14 of which were in the music program for 4 years. Spiro created notes and THUMB added music keychains to their senior boxes picked up when they received their cap and gown. Spiro will have an open house for seniors who are 4 year students to pick up their medals and block "T"s.

THUMB will send out a final newsletter thanking all music families for their support this year and also acknowledging the music seniors.

### **Building Community**

Spiro would really like to build community next year. In the past there was a welcome back dinner. He's hoping that could happen in some fashion – taco truck, outdoor event? Important to get music families involved again as well as the community as a whole.

### **Board Positions**

There will be a few vacant seats on the THUMB board next year. Laura Everage is moving on after 2 years as co-president. Lisa will no longer be co-president but will continue to remain on the board in some capacity and continue to be the liaison to the Tam High Foundation (as she is part of that board). David will remain as treasurer. Patty will remain as communications. Suzy will remain on the board.

All agreed it would be great to have more participation by more families. Spiro will reach out for board members as well as a new Director's Assistant. The accompanist, Jerry, may be interested. This new person should bring some technical knowledge and/or music knowledge to the position to help with more distance learning. Also there could be potential for the students to do more and help with concerts, concessions, etc.

It was suggested a newsletter survey to parents could help recruit parents to the board with specific expertise – PR, technology and database management being highest priority.

### **THUMB Membership Drive**

For the first time, the first day packet which usually went out in the mail from the school, PTA and booster groups will be going out in an online version via email. This will allow for less paper and labor, and easier and faster transactions. Many donors have indicated they would like to pay all fees/memberships upfront rather than being asked multiple times from various fundraising groups on campus. Tam High Foundation is creating a web portal, like Drake and Redwood to facilitate this new offering. The THUMB ask will remain the same at \$75 per music family.