

MINUTES FROM HEARTS & HANDS MEETING, January 21, 2019

President: Brenda Zylstra
Treasurer: Abbi Davelaar

Vice-President: Abbey Van Beek
Secretary: Tanya Van De Stroet

1. Welcome and Opening Devotions by Abbey Van Beek.
2. Reading of Minutes from September 10, 2018.
3. Counting of Members: 13 voting members present plus Brenda Zylstra, president.
4. Treasurer's report was given by Abbi Davelaar. Balance on hand \$24,561.61.
5. Old Business/Fundraising Committee updates:
 - a. Fall Social -- Good
 - b. Schwann's -- Good -- 20 more days to buy.
 - c. Christmas Bake Sale -- Good
 - d. Cookie Baking -- detailed instructions for each type of cookie are at the church. If you need more training, just ask Jamie.
 - e. Pizza Sales - Good.
 - f. Parade of Homes -- great way to get outside money. There were comments that the fee could be more. Abbi D. may have some homes for next year.
 - g. Creative Night -- Good turnout.
 - h. Apparel Sales -- used e-thread out of Larchwood.
6. New Business
 - a. Project Committee Report by Jori. All projects passed for a total of \$956:
 - i. 2 Multi Device Stand/Organizers for Chrome Books.
 - ii. Fossil Molds
 - iii. 3 sets of Magna Tiles
 - iv. 5th- 8th Bowling Field Trip
 - v. Videotaping Musical
 - vi. Magnetic Display Shelves
 - vii. Increase Family Fun Night from \$150 to \$200
 - b. Parents Night/Kickball -- Jori will check with Danielle Williams and get a date set for late February.
 - c. Laura Olson is no longer serving as Treasurer. Abbi D. was approved to complete the term.
 - d. Open Committee Positions were filled:
 - i. Parade Committee: Faith Brummel (year 2 of 2) and Shanna Fluit (year 1 of 2).
 - ii. Library Committee: Abbi Davelaar (year 2 of 2) and Brittany Halma (year 1 of 2).
 - iii. Picture/Program Flash Drives: Tanya VDS (year 2 of 2) and Shanna Fluit (year 1 of 2)
 - e. Fundraisers for spring and early fall were approved and committees made:
 - i. Easter Bake Sale -- Leah Vande Vegte (year 2 of 2) and Amy Stearns (year 1 of 2).
 - ii. Spring Social -- Abbey VB (year 2 of 2) and Leah Blankespoor (year 1 of 2).
 - iii. Pizza -- Brittany H (year 2 of 2) and Amy S (year 1 of 2).
 - iv. Big Soo Coupon Book -- Leah Vande Vegte.
 - v. Creative Night -- Abbie J & Abbi D. or Screen-Printing apparel -- Abbie J & Abbey VB.
 - f. It was approved that the socials after the programs will continue without annual votes.
 - g. For the Easter Bake Sale, pies and desserts sell the best.
 - h. The committees will decide to do the Creative Night or the Screen-printing apparel, but not both.
7. Constitutional Amendments passed and require approval at the next meeting to become effective:
 - a. Removed elected representative requirement for Projects Committee, resulting in the Vice President being the sole member of the Projects Committee, working with the teachers. Until the change is effective, Jori will continue the Projects Committee with Abbey VB, Vice President.
 - b. Added an elected representative requirement for Promotions Committee, serving 3 years. If approved in the fall, a mother will be elected to fill Heidi VDS's position and begin a 3-year term. Kandace Brands (year 2 of 3) and Brittany Halma (year 1 of 3) are also on the Committee.
 - c. Attached to these minutes is a summary of recommendations for the duties of the Promotions Committee and a description of what duties the Promotions Committee is no longer responsible for.
7. Concept Minutes were read by Tanya Van De Stroet.
8. Motion was made to adjourn.
9. Closing prayer was given by Brenda Zylstra.

Tanya VanDeStroet, Secretary

PROMOTION COMMITTEE

1. The primary goal of the Promotions Committee is to promote the school to those within and those outside the school. Those within the school, such as teachers, students, and their families, need to feel confident in their decision to associate with the school and need to have positive experiences. Others also need a positive impression of the school, to believe that the school is valuable to the community, and to consider the school an option for their children to receive a Christian education.
2. The Promotions Committee's job is to decide how to best accomplish this goal and so its activities may vary from year to year depending upon the skillsets of its members and the overall strategy of the school.
3. The following items are recommended as requirements for the Committee:
 - a. Preferably before the fall Hearts & Hands meeting, the Committee will meet at least annually with one to two teachers and possibly a board representative to consider the marketing strategy for the year. This should include consideration of the branding of the school, for example, the logo, the website, brochures, newspaper flyers, etc. At this meeting, decisions could be made about the board's financial contribution, i.e. paying for flyers and brochures, and Hearts & Hands' financial contribution. Additional meetings may be necessary to keep efforts on task.
 - b. Unused Promotions Committee funds will roll into the next budget year so that funds may accumulate in anticipation of larger expenditures that may not occur annually. This will allow for strategic planning and the funding of those plans.
 - c. The Committee will meet with the teachers upon request to assist with the Veteran's Day Program. The teachers typically take the lead on this and direct Promotions to assist.
 - d. The Committee will have a minimum of three members. The members will be nominated, elected, and serve for rotating three-year terms with the purpose of the newest member being trained by the veteran members.
4. The following tasks were formerly duties of the Promotions Committee but are now delegated to others:
 - a. Kick Ball Potluck Night is a separate committee.
 - b. Parade Float is a separate committee.
 - c. Apparel (yearly theme t-shirts and ICS-wear) is a separate committee.
 - d. The Vice President sends birthday cards and scrip gifts to the part-time staff.
 - e. Picture/program Flash Drives is a separate committee.
 - f. The Inwood CRC is taking over the celebration of Christmas Education Week. Brian Wallenburg, a deacon of the church, plans to interview students for a video to play in the church and to be used in any other church that would like to show it. The church council also mentioned a search for a speaker for the Christian Education Sunday. The plan is to still have coordination with the school which will provide the flyers and other marketing materials from Christian Schools International.