

Victoria German School
Board Meeting – May 30th 2015
10am to 12pm

Attendees: Werner Simbeck, Mike Birch, Martina Rossmann, Christina Knowles, Anahita Ariana, Tanya Weber

Absent: Tamara Laing

Guests: Christina & Yves Moog

I. Approve Agenda

1. Motion to approve: Werner
2. 2nd: Mike

II. Review of Minutes & Approval of Minutes of April 11, 2015

1. Motion to approve: Tamara
2. 2nd: Werner

III. Marketing and Fundraising

1. Christina & Yves Moog
 - a. Business card
 - i. We will keep the current slogan on the card “Deutsch fuer Gross und Klein”
 - ii. We will order 1,000 cards – the estimated cost is \$100 and will give approval for this
 - b. Brochure
 - i. The pictures will be updated to be more representative of students who currently attend VGS. The descriptive information will be kept as is.
 - ii. The Board agreed to change to rack cards instead of brochures due to better visibility and sturdier material. We will order 200 rack cards.
 - c. Posters
 - i. To be distributed to Community centres, schools etc.
 - ii. Suggestion is for 100 posters for community centres, shopping centres etc. – estimated cost would be around \$100
 - d. Digital Media
 - i. VGS Website – the Board will review updating the website next school year.
 - ii. Twitter: we started an account one month ago
 - e. Check News:
 - i. The News channel offers to create and a show “15 second pre-roll”. The costs are \$400 for a month of running the video and approximately \$700 for the production of same. But we would own the product.

- ii. Christina Moog will inquire whether if we produce with them they will be able to credit us some of the production cost if we decide to have them run it for a month

2. Motion to approve the print media up to \$700

a. **Motion: Werner**

b. **2nd: Tanja**

3. Fundraising Opportunities:

- a. VGS Cookbook: the school can solicit information and contributions for recipes and stories that go with the recipes to create a VGS cookbook.
- b. Knackwurst/Hotdog fundraisers: we don't need additional insurance if we partner with a Rec Centre then we would only have to pay a nominal fee for the event.
- c. Cultural Events:
 - i. Fasching and Octoberfest -> the issue is finding volunteers to organize these cultural events.
 - ii. Martina suggests that we spend the money on hiring maybe a student from the University.
- d. German Books:
- e. Schoolwear:
 - i. T-shirts etc.
- f. Bumper Stickers:
 - i. Advertising idea

➔ Contact Edelweiss Club to find out if we can piggy back onto their food booth for the Saanich Fair or other cultural events

➔ Action item for all members to think about events/ places and people who could do the fundraising. Make a list and forward it to Martina.

III. New Business

- 1. Summer school
 - a. No registrations as of yet for Juan de Fuca
 - b. We are waiting to hear back from the university
- 2. Letters for sponsorship
 - a. **Agenda item to review for next time**
 - b. **Make changes as necessary**
- 3. Fundraising Levy 2014/15
 - a. The cheques will be cashed for the current school year and write a cheque to the parents for the difference that they may have fundraised.
- 4. Thank you to Tanja for submitting the Gaming Grant

V. Closing Remarks and next meeting

- 1. Calendar for the Board meetings for 2015/16
 - a. The Board meeting will be changed to the first Saturday of each month.
 - i. Motion: Werner
 - ii. 2nd: anahita

b. Next meeting: Saturday, June 20 – 10 to 12

c. Next year dates:

- i. August 29, 2015
- ii. September 12
- iii. October 3
- iv. November 7
- v. December 5
- vi. January 9, 2016
- vii. February 6
- viii. March 5 – Budget Review date
- ix. April 2 - formalize budget
- x. May 7
- xi. June 4

2. Review the marketing material provided by Martina
3. Online Registration for school as well as online payment
 - a. Action Item: Tanja will look into it for options for online payment, even e-Transfers
 - i. Christina to look into as well
4. Action item: insurance for school make sure to have insurance for the full 12 month period.
5. Action Items: Christina review the policy of conduct and review the constitution next meeting
6. Action items: discuss budget at least at every meeting
7. AGM: October 10th
8. We need a new treasurer – need someone with accounting background