

January 8, 2019

Executive Mtg. Notes

Attendees: Matt, Britt, David, Nikos, Heather, Riley, Tara, Juniana, Patrice (for 10 min)

Agenda (in no particular order)

- TCS has requested a \$5400 grant for advertising
- TFT budget does not have an existing line for this, only "TFT Grants" with a total of \$2,500. Ruth is proposing to lift this amount to \$6,000
- What has TFT earned since September?

TFT earnings:

Nikos did not have his laptop so we do not know what TFT has spent this year so far.

Grant Request:

Advertising request is for OregonLive.com.

- Sponsored article \$600
- Promote on Oregonlive.com for 3 months Jan-March \$1,600/mo. Guarantees 100K impressions per month.

Total: \$5400

TCS is advertising with the following:

Asian Reporter

Portland Observer

Willy Week

Other possible avenues:

PdxParent

Red Tricycle

OPB

Portland Tribune

Scanner

Facebook ads

Questions for Patrice: **Answers in pink**

How did you come to the decision to go with Oregonlive as the single source? **It's not (see above)**

Has anybody posted the open house on Nextdoor? **Yes**

Has this price been negotiated at all? **No, it's too late in the process**

Is there another open house planned? **Yes, Feb. 21**

Patrice says Sharon can add "how did you hear about TCS" to the enrollment questionnaire.

If this ad brings in 4 new students, that brings in \$32,000.

TFT would like to request a 3 month lead for future grant requests.

Budget change proposal:

\$4922 cash on hand stays the same

TFT operates with a cash on hand budget. We cannot say “we will budget for this thing because we are going to fundraise for it.”

Juniana needs \$2000 on hand for SCRIP so she doesn't have to go back and forth to SCRIP office too much.

She is not sure about how much she has spent on SCRIP cards. She thinks the amount of cards she has purchased would have depleted the COH total.

Ruth will check with PTA about budget rules.

Patrice put a hold on the breakfast program. TFT has allocated \$150/mo for this (to be given to Preston) and Ruth has written a grant for it.

TFT Operations \$800
Social Events \$1700 (added \$500)
TFT Grants \$7000 (+4,500)
Classroom Materials \$0
Outdoor School \$250
Senior Projects \$1000
Family Scholarships \$1000 (-\$1500)
Cash on Hand \$2,422 (-\$2,500)

Vote to amend the budget

Ayes: Matt, Ruth, Britt, Tara, Heather, Nikos, Juniana

Nays: Riley (does not believe we should give that much money to one source. Thinks the money should be spread out more)

Vote to approve \$5400 grant for TCS advertising with OregonLive

Ayes: Nikos, Matt, Britt, Ruth, Juniana, Heather

Nays: Tara, Riley

Nikos and Ruth will write the check