

DMC School Society – Meeting Minutes

Date: Thursday, March 12, 2026

In Attendance: Sasha, Kari, Keely, Anna, Frankie, Sheree, Jason, Wayne, Kim, Tonya, Jamie

1. Welcome and Call to Order

Meeting called to order @ 6:49pm

2. Approval of Agenda:

- Frankie 1st
- Sasha 2nd

3. Approval of Previous Minutes:

- Kim 1st
- Wayne 2nd
- Sasha to update that Steph was in attendance via phone call

4. Updates:

- **Krispy Kreme:**
 - Mixed success
 - We know where all the money went
 - Expected to make \$588, we made \$590
 - 17 boxes in pre sale, 12 boxes in post sale
 - Gifted 12.5 dozen boxes to staff, leadership team and community
 - No more Krispy Kreme for the year, maybe revisit in the fall
- **Read-a-thon:**
 - Frankie: can we extend the reading time to 3 weeks? 10 days seems short
 - Reading dates of April 11th to May 1st
 - Jason, all for it
 - Send out all info for April 2nd
 - QR code for donations? Yapla? – will follow up on this
 - March 31st is deadline for donations and paperwork
 - Prizes, what are they? Who the winners are?
 - Goal for \$4k
 - Send package to Jason for printing and sending out
 - Frankie to Jason: how do you want to handle prizes? He will think about this and get back to us

- Whitney Dawson will be a point person – Frankie to email her
- Sheree: idea to put a thermometer outside each classroom for visual tracker of progress
- Kim: student distribution list for data entry (that’s a Karen thing, Kim will email her)
- Sasha and Frankie will solidify gifts and amounts
- 23rd is International World Reading Day
 - Will do a social media contest, winner will get \$20 to Starbucks
- **Outdoor Amenities:**
 - We’ve ordered \$400k park, order 30 days in advance to add extras
 - We will hear from Parks Grant soon
 - Shortlisted for Rubber Grant
 - There is room for expansion of equipment, but not rubber
 - Starting building July 28th, equipment here July 21st
 - CBE requires sod, will need volunteers for watering
 - Can do Grand Opening at Welcome BBQ
- **Draft Communication Plan (Anna):**
 - We have parent communication problem
 - Our social media has vastly improved our reach (Good job Sheree, we’re growing lots there!)
 - Electronic Sign, got pricing, experience, we have a very street visible corner, we could consider that project with future casino funds, could be \$20k-\$30k
 - Staff could use it, and can control their own messaging
 - Jason, hard to say if it will be helpful
 - Will need to check bylaws, maybe connect with neighbours across the street
 - Sheree – concern of vandalism, Anna- can be mounted on the school
 - Jason will contact our “area guy” to get information
 - Communication plan is a draft, went over it a bit, check it out in detail
 - Our plan: sign, section in newsletter, continue pushing social media
 - Do we sit outside at parent teacher conferences?
 - Postcards vs full package might be best
 - Frankie – we will need to buy a QR code because they expire if it’s free

- Trial a QR code and see if it works, put it on postcards, measure the response
- Jason says it's ok to set up a table
- What do we want to advertise: read-a-thon, outdoor amenities, casino
- Anna can do a fancy design
- Candy was wildly effective – can do that again this time
- Conferences, we have budgeted a meal. Dinner usually works best. Jason orders it and we pay him back.
- **Planning:**
 - **Casino:**
 - Amanda (from Copperfield) can take on the role of casino coordinator, but needs to know dates, will bring her to the next meeting
 - Incentive for parents to volunteer for the casino (Kim), like you get best seats for band concert, or first choice of CTF for your child
 - **Planning for next year:**
 - Anna's role is coming up
 - How are you feeling about your position? Are you planning on staying?
 - Anna: if this group continues, is willing to stay in the chair position, as long as everyone is cool with her limited capacity
 - Is anyone wanting out?
 - Keely – no kids at the school next year but will stay on if we want her to until her next child comes here the year after
 - Sounds like everyone is planning on staying
 - Frankie: can we dump down to just one board, have one fundraising chair? Moving to one board (treasurer to be stand alone), makes a huge difference (something to think about)

5. Treasurer's Report:

- See Kim's report
- \$300 for Track Day
- AGLC report for 2024 submitted
- We do not have to file taxes (YAY!!)
- Budget: see Kim's updated budget

- Motion to approve financial report: Frankie 1st, Wayne 2nd, everyone approves

6. Annual Events:

- Meet the teacher September 17th
- Open house May 14th
 - Set up our own table, treats, posters
 - Wayne, we need to identify ourselves, nobody knows who we are
 - Anna has a “button” maker at work
 - Instead of postcards, have a posterboard?
 - No paid postcards, design something and the school will print it
 - Nothing in the budget for the basket for open house
 - Do a giftcard raffle, sign up for something, you get a draw, two \$25 cards
 - Motion: Purchase two \$25 gift cards as open house incentives, Kim 1st, Frankie 2nd, everyone agrees, Kari to purchase
- Meat Fundraiser:
 - Do we still want to do this?
 - We didn't do well last year
 - Sheree – why don't we wait until we solve the communication problem?
 - No to meat!
- CBE Parent Society Credit Card
 - Balance: \$1123, Owe: \$1129.75 for presentation

7. Other Business: None

Adjourned@8:10pm