DRAFT

Eno River Academy

Minutes

Silent Auction Task Force Meeting

Date and Time
Tuesday January 7, 2020 at 6:30 PM

Location
ERA High School Conference Room

Directors Present
Amy Simonson, Rachel Monschein

Directors Absent
None

Guests Present
Jenny Hartingh, Kaity Woodrum, Laura Manigrasso

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

Rachel Monschein called a meeting to order on Tuesday Jan 7, 2020 at 6:30 PM.

C. Approve Minutes

Minutes were reviewed prior to meeting. Discussion showed no edits requested. No official need to vote to approve the minutes is required.

D. Welcome

Rachel thanked group for their assistance.

E. Auction Website

Eraauction.org now routes to Bidding Owl Website
Do we have a need for a Google doc with link to auction and link to videos promoting athletics at the school? We anticipate having videos to promote and instructions for how to login on bidding website. Kaity to get assistance from Shayne when necessary.

F. Discuss videoing and interviewing

Jenny has begun the process of nominations for student athletes to represent the school athletics and will be sending letters home requesting parental approval for student participation. Then the goal is for next week to video several students at lunch. She also has the vision of adding "Did you know" information to inform the community about the importance of fundraising for athletics at ERA.

G. Review Acquisition Status

Much progress has been made with acquisitions. We have about $8,000 in acquisitions currently. Amy to follow up with the people she emailed that she didn't hear back from to double check on their interest in participating.
Laura to try to go door to door to local restaurants for donation requests

H. Items ready for pickup:

Thanks to Laura for picking up acquisitions!

- Camp Chestnut Ridge
- Kendra Scott Jewelry Set
- Total Wine and More
- Flower Patch

Others should be ready soon, including:

- Charlotte Hornets Cody Zeller Autographed Basketball
- The Pit Authentic Barbeque, Gravy Italian-American Kitchen, Sitti Authentic Labanese, and Raleigh Morning Times $50 Restaurant Gift Cards - available Friday 1/17 133 Fayetteville St 6th floor Raleigh, NC 27601
- Chick-fil-a Hillsborough Rd. - available for pick up starting Tuesday, Feb. 18, 2020, from 8:00am-11:00am or 2:00pm-5:00pm, and the same time frames Monday through Friday.
- Hillsborough Walking Tour
- OCG Gymnastics

I.

Signup Genius

- Signup Genius site has been prepared and posted on PATH Facebook. https://www.signupgenius.com/go/10C0A4BACA82FA75-enoriver
- Rachel to keep promoting it in weekly emails to parents and perhaps on Facebook.
- Rachel also to remove training sessions for how to use Bidding Owl website (afraid volunteer will sit at school waiting for someone to come by without any visitors)
- Rachel to change location on signup genius to lower school for divvying items and picking up items (conflict with dance scheduled at high school on Feb. 29th)

J. Weekly Facebook Posts

Weekly Facebook Posts on PATH account began this week with Mayton Inn. Rachel to post popular item each week to promote excitement. Discussed suggestions for future posts:

- collage of kids camps
- total wine and more
- Desert Harvest
- Teacher's Half Day Offering

K. Review Status of Setting Up Bidding Owl Site

Kaity has done a tremendous job adding descriptions and photos to Bidding Owl website. Kaity to meet with Laura soon to teach her the process.

L. Flyers, signs, and business cards for car lines

- Group reviewed Robin's flyer and approved it. Decided ideal day to send it home is Friday with report cards. Laura offered to purchase light blue paper so that the flyer will stand out. Rachel to contact Ms. Bair and Dr. Davis to get permission and arrange printing and distribution.
- Rachel has designed simple business cards to hand out in the car lines. Jenny said she could hand them out at games as well. She said that perhaps FCA wouldn't mind cutting the card stock into business cards. Rachel to bring card stock to the school and to email Jenny the electronic file for printing.
- Rachel retrieved the yard signs from the storage closet and will work on updating the information

M. Other Discussion?

- Bidder Numbers for paper bags - Amy offered to count the number of paper bags that we have left, and to update bidder numbers on them to speed up Saturday's divvying up of items after the auction.
- Plans for Saturday after auction - Because the dance is scheduled at the high school Saturday February 29th, we decided the lower school gym would be a

better location for divvying up the items and for Sunday morning pickup. Kaity shared her vision about lining the walls of the gym with numbered paper bags and having checkout tables at the entrance to the gym, where winners do not enter the gym, and we provide them their items

- Amy suggested having a promotional table with a poster of collage of auction items inside the gym during Senior Night (or other home game). January 28th is the goal. Rachel to get Amy the Silent Auction logo, and Kaity to get her the photos of auction items. Amy to share a pdf of the collage with Rachel who can use it for a Facebook post as well. Rachel to make a banner for the table. Also planned to have "Did you know" facts in acrylic frames on the table and perhaps a few popular auction items.
- Tamara (the lower school art teacher has gotten participation from the students to create beautiful art to auction off in the auction. Including felt key chains. We decided as a group that it would be better to auction the key chains individually with a minimum bid of $3 each, than to do the entire lot of keychains as one item.
- Rachel to discuss with Ms. Bair:
    - What kind of ERA School Offerings do you want to include in the silent auction this year?
    - Could we get 2 lanyards to make sports annual pass?
    - Could we have solo silent auction weekly emails so that they aren’t missed in the weekly emails?
    - Could we have a robo automated phone call during the last week of the auction?
    - Could we have buy it now items in the silent auction to fund a need such as a box of baseballs, a team basketball, or a uniform?

II. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 7:30 PM.

Respectfully Submitted,
Rachel Monschein