

**BINGHAMTON DOLLARS FOR SCHOLARS MINUTES  
JANUARY 8, 2018**

**ATTENDANCE AT MEETING - Board members**

Betsy Williams	Karen King	Loi Tran
Nick Matyas	Carol Oestrich	Derek Vladescu
Betsy Carlin	Maggie Kirkaldy	Mary Ann Carangelo
Carol Rozen	Barb Purtrino	Delores Wisdom
Sally Crossley		

**Other attendance at meeting** - Elise Stetson-Sr @ BHS & Wendy Stetson-Elise's Mom

Meeting called to order at 4:40 pm.

**MINUTES**

Karen King took the minutes. December 2017 minutes were approved (Carol R/Sally C motioned to approve). Betsy W opened the meeting by welcoming Maggie Kirkaldy to the Board. Betsy also expressed how pleased she was to see so many members in attendance, including BHS student Elise Stetson!

**TREASURER'S REPORT**

Carol O reported a balance of \$42,264.97 as of 1/1/18. She passed out written report. Betsy reported that we recently received a very generous donation of \$5,000 from a previous donor and brought up the topic of how to acknowledge our donors. Some organizations have a thank you list of "silver, gold and platinum" donors by the amount they donated. There was discussion on the pros and cons of doing this.

**SCHOLARSHIPS COMMITTEE**

Betsy reported that only 14 students have started the application, however it is early so she is not worried. Elise suggested going into English classes to discuss Scholarships.

**WEBSITE & PROMO COMMITTEE**

**Website** - Board members were urged to go on D4S website to see what is on it - link is off the BCSD website. Then go to Guidance tab on the BHS page or you can go directly to the website by going to [binghamtondollarsforscholar.org](http://binghamtondollarsforscholar.org). We all should be aware of what is on our website plus Loi needs feedback from all of us to develop the website.

Student social media club- Loi met with about 15 students about how they use social media. Students suggested we use Snapchat. Loi has made one.

**Promo** – Loi has made a newsletter which he will post on our website. There was discussion on how to get more information out to the public. Ideas discussed were sending out emails monthly; set up a link on the website for people to sign up to get D4S emails; put D4S info in Binghamton District Newsletter.

Delores will be looking into getting prices for D4S t-shirts.

## FUNDRAISERS

**B&N Book Fair** - was a great success with \$494.82 being raised! About \$200 came from gift-wrapping. The students loved doing it. Next book fair scheduled for 4/14.

**Raffle Tickets for 2 tickets to the play Dirty Dancing.** – Students are selling tickets but we need to get more students and adults to sell them.

**Trivia Night** (Karen W.) – February 23 – Larry Kassan, Kelly Hampton, and Bob Williams are sponsoring teams. Larry needs someone to calculate answer sheets and to tally scores. He would prefer having an adult, not a student. Barb will run the food table, along with Betsy W. Karen W needs to send an email to board members with details on what she needs for trivia night.

**Phone-A-Thon** – February 10/11. Betsy will get building permit and students to help. Carol O has sent out letters to previous donors. Phone calls will be made to those previous donors that did not send in a donation.

**Fish Fry** – Betsy C to chair, Susan and Korin to help set up.

**Gault Auto** – it is on website; votes must be made on Facebook. This fundraiser depends on lots of people going on the Gault facebook page and “liking” it.

**Amazon Smiles** – money made will be deposited directly into D4S account.

**Alumni** – no responses from Facebook messaging. Betsy W will check with Larry Kassan about the alumni book.

**Businesses** – Sue Krause and Mark Hatala were suggested as businesses that we might want to contact. Maggie, Sally, Dolores and Betsy W will form a committee for business donations and met before our next meeting.

**Maines** – Mary Ann suggested looking into a promotion that Maines has. It is based on Maines giving a percentage of sales that are bought by people who sign up for a Maines card. Mary Ann will check into this.

**Binghamton University -Union @ BU** – Derek is in contact to find out more information – is there a fee to use space? Also, Derek and Delores looking into “Center for Civic Engagement” – perhaps becoming a chapter? Derek reported that BU students could be more of help if we asked them to do a specific thing rather than a vague suggestion that they do a fundraiser.

**Friends & Family** – Betsy stated that this is a big area that we are not tapping into. There are thousands of students at BHS that all have friends and family that might make a donation but we are not asking them. Elise talked about offering students incentives to raise money from friends and family. Food is a big incentive! And, immediate payoff works well. Maybe have different incentives as the donations add up. (ex. Get donations that add up to the \$50 level and receive one incentive; donations up to \$100 level are different incentive). Thank you, Elise! You did a great job!

**NEXT MEETING – FEBRUARY 5 AT 4:30 PATROIT HALL**