

**Rockcliffe Book Fair Standing Committee Meeting**  
**October 8, 2019**  
**Minutes**

In Attendance

**Standing Committee Executive Members**

Christina Leadlay (chair)  
Seanna Kreager (past chair)  
Sara Dobbin (communications team)  
Laura McCurdy (children's team)  
Mireille Boulos (sponsorship team)  
Annabelle Giroux Bibeau (volunteer team)

**Others in Attendance**

Allison Padova (hot food)  
Jess Romkey (baked goods coordinator)  
Simon Leadlay (guest secretary)

Christina called the meeting to order just after 7pm.

The minutes from the Sept 24 meeting were tabled, but not approved due to lack of quorum. Deferred until next meeting.

Mireille later requested a few changes to the minutes. She will send annotations to Christina and John.

Christina opened the meeting and explained that she spoke earlier today at the Teachers' Staff Meeting and her Book Fair status update was well-received.

**BOOK DONATION TEAM REPORT (Christina presented on behalf of Dave)**

The bins have been busy. We are continuing to go into the community to pick up donations, meet donors at the school and empty the bins daily. All new books donations are being put on the stage. A new bin was purchased to replace one whose bottom was giving out. Donation bins will close once the gym is open for sorting on October 16.

Black Squirrel Books is confirmed for taking out leftover grown-up books on Nov. 3.

**A/I: Sarah Dobbin to contact Vaughan from Black Squirrel Books for recognition**

For internal purposes, estimates have been requested from the book donation team as to break-down of number of books per section. No action required, but Seanna recommended trying to take estimates per section once sorting complete.

**BAKED GOODS TEAM (Jess)**

Discussion of cafés and shops who might give food or gift certificates in exchange for recognition at Book Fair.

Consideration discussed via Social Media shout-outs and signage in front of their donated food.

Seanna recommended to not ask Bridgehead for further baked goods donations, as they are already likely to donate coffee.

**AI: Jess to approach Sconewitch, Metro, and other food businesses in the neighbourhood for possible donations.**

Discussion of past statistics and records of how much coffee or what quantities of baked goods have been sold in the past.

Allison notes that there is a new fridge in the Milk Room that is smaller than the previous commercial-grade fridge. She noted that the baked goods team should ensure the suitability of the fridge and that enough space is available for our purposes.

**AI: Jess to confirm space availability of the new fridge.**

Allison also notes that the *brewing* of the Bridgehead coffee is the responsibility of Book Fair. Previously, the coffee has been brewed off-site, filled, and brought to Book Fair first thing in the morning.

**AI: Christina to check with Natalie Goto to confirm coffee logistics.**

**AI: Seanna to bring an additional coffee percolator to Book Fair**

HOT FOOD (Allison)

Allison introduced her plan for hot food.

She is estimating 800 servings of three menu items:

- Macaroni & cheese
- Vegetarian Chili, with optional bun and/or cheese
- Hot dogs

Two size servings will be offered, likely at \$3.50 and \$5.50.

Hot dogs will likely be priced at \$2 - \$2.50

Allison requested access to the small gym ahead of opening time on each day, to ensure that hot food is ready to go immediately upon opening.

**AI: Allison to email Troy Cray (custodian) and Heather Mace (principal) to officially request early access to the small gym for setup**

Discussion continued on the need for additional service volunteers. Allison noted that an adult is required, not a student. Allison requested the following volunteer schedule:

2 volunteers on Friday, 2 volunteers on Saturday, 1 volunteer on Sunday

**AI: Annabelle to ask Natalie for suggested volunteers from the café team**

Mireille suggested that Allison should receive special recognition for her support of Book Fair. Discussion around social media promotion.

Christina explained that Natalie will be handling wholesale food purchases.

#### SPONSORSHIP TEAM REPORT (Mireille) — part one

Mireille introduced her outreach plan to the diplomatic community. She has sent a letter to the various missions, recommending that they become involved in Book Fair via various means, for example: sponsoring a travel book section, donating country-specific foods, or attending the Book Fair in an official capacity.

**A/I: Mireille will update the Book Fair executive team as replies are received. To date, only the Danish Embassy has replied, with regrets that they cannot be involved.**

#### VOLUNTEER COORDINATION TEAM REPORT (Annabelle)

JS, SK, and Grade 1 classes received paper notices

Annabelle noted that, while all historical volunteer sign-in sheets were lost in Sarah Silvestri's housefire last year, all emails should be in Mailchimp and are now being used in Annabelle's campaigns.

Annabelle confirmed the following team members and their working domains:

Natalie Runoff — will be coordinating the opening ceremony and tear-down

Todd Lamont — will be organizing the high school volunteers

Kristen Healey — will be organizing the grade 5 and 6 student volunteers

Christina emailed Todd Lamont yesterday (Oct 7) to confirm his status, but no response yet.

A discussion followed on how to notify other regional schools about Book Fair, for example: Ashbury, Elmwood, Manor Park, St Brigid's, MacDonald Cartier, Trille de Bois, Franco Jeunesse, Fern Hill, de la Salle, etc.

Christina thought that a "press release" type announcement sent via Heather Mace (principal) to the local schools would be possible. No action item taken; deferred for later discussion.

Conversation turned to childcare during sort night and tear-down day. Typically, this has been covered by high-school and adult volunteers. Sort days: Oct. 19, 20, 26, 27 and Nov. 3 (tear-down day)

**A/I: Sara Dobbin took an action to speak with a babysitter she knows who attends Ashbury and who may have a network of friends who wish to volunteer**

**A/I: Annabelle will discuss possible high-school volunteer babysitters with Todd Lamont**

To date, 7 volunteers have committed to move book-cases into the gym on Oct 16 at 10am.

Annabelle reported on the success of Book Fair's attendance at the Beechwood Farmers' Market last weekend. Annabelle and various volunteers spent several hours at the market, and distributed information brochures about Book Fair.

Nine new people signed up at the market for the Book Fair email list.

Christina reported that the next Book Fair email will go out tomorrow, sent by Heather Mace (principal) to all school parents.

#### SPONSORSHIP TEAM REPORT (Mireille) — part two

Mireille reported that she has set up a new email address, dedicated to the Book Fair sponsorship program.

Diamond Sponsors to date: Sezlik and Mark Motors.

Claridge had a gold sponsorship last year, but has not responded to requests this year.

Mireille is seeing a lot of interest in sponsoring and donating, with many families and companies in discussion. She will produce a full report once sponsors and major donations have committed.

Family Giving amounts have reached \$1000 to date. Families will be recognized with their names on a notice board and on the website.

Sponsors will have signs on the bookcases: signs will be printed on regular paper.

Sponsorship and Donation forms have been distributed in paper form to the younger grades (JS, SK, Grade 1); all parents have also received notices via email.

Mireille is class parent for her child's JK class, and will promote there too.

Mireille noted a change in her plan from a decision made in the last meeting: instead of only top-tier sponsors receiving social media credit and announcements, all sponsors will in fact receive at least some social media credit.

Mireille asked about procedure for collecting payment, and if it's required before Book Fair starts. Seanna noted that most sponsors have readily paid without too much hassle. We have not typically issued invoices, but can create receipts and invoices on demand.

**A/I: Mireille will reach out to ModBox, as Allison knows a contact there who is also a school parent (The Reeves)**

Annabelle asked if we could simplify and reduce the number of attachments on the emails.

**A/I: Annabelle will create a new single PDF from the various input documents and will return to Mireille.**

#### COMMUNICATION TEAM REPORT (Sara)

Sara will create and send a press release to local media to introduce and promote Book Fair

Sara and Mireille discussed options for cross-marketing with other local schools. The decision was made to simply email the respective schools a Book Fair poster with a request to post at the schools if possible.

**A/I: Sara to email local schools a Book Fair poster**

Sara reported that she had updated the website with latest information. She had questions about the children's book drive and how it should be messaged. Christina noted that it's not actually a special event, but rather just an emphasis/reminder to bring children's books to the gym.

Christina reported that the Hill Times will again donate a ¼-page advert to Book Fair and that she will manage this process.

Discussion about the Volunteer Spotlight feature. A number of names were put forward including Adrienne Blair and Ian Mackay.

**A/I: Sara to contact Adrienne Blair first about the Volunteer Spotlight**

Sara noted that Anna Piotrowska has committed to handle the A-frames

Christina noted that Helping With Furniture will collect any donated CDs & DVDs, as we are no longer selling these at Book Fair.

**A/I: Sara will contact Nathalie Maione to discuss promoting Helping With Furniture at Book Fair**

Sara will promote Allison's hot food as part of her communications

Mireille and Seanna discussed printing of sponsor bookmarks. Noted that the sponsors will handle this themselves, but we should request that they publish next year's Book Fair dates on the bookmarks.

**A/I: Mireille will ensure that corporate sponsors print Book Fair 2020 dates on their material**

**A/I: Seanna will ensure that the Kanata Library book sale will print Book Fair 2020 dates on their material**

Sara had a question about how Sponsorship and Giving should appear on the website. Mireille noted that 'Sponsorship' is particular to corporate sponsors, while 'Giving' is the term used for family and corporate cash donations

Mireille asked whether the executive page on the website should include personal email links. Seanna recommended not to do this due to inbound email spam.

Sara thanked Imbaw (although absent) for his help in creating the new sponsorship email address.

Annabelle thanked Sara for her contributions to the Beechwood Market tent setup and decoration.

**A/I: Mireille will update RPRA website to include Book Fair information, including Family Giving options.**

CHILDREN'S TEAM REPORT (LAURA)

Laura introduced her colouring contest sheets, and led a discussion on what kind of challenge could be presented to the older students, e.g. "draw your favourite character", "draw your favourite treat" for decorations.

Christina noted that she approached last year's decoration parent volunteer (Sara Tavoularis), but hasn't received a response yet. She also noted that Heather Mace (principal) was very enthusiastic about decoration.

Laura notes that she has already emailed Heather Mace to request that she judge the colouring contest winners, but no response yet.

Laura is planning on sending the entry forms home via the teachers' mailboxes either this week or the next.

The deadline for the colouring contest has been set as Oct 25.

Laura has set the Class Book Shop dates as Oct 29 & Oct 30 and will be engaging with the teachers via email to schedule their classes' visits.

Christina explained that Club Read will not be put in place this year, but that the librarian will still be able to select books for the library.

Seanna and Laura discussed the need to better secure the bookcases against tipping over. Annabelle thinks that Andrew Hamlin has already volunteered for this task on Oct 16.

Other Points of Discussion

**A/I: Annabelle to confirm Andrew's plan for the bookcases**

Laura noted that several schools have requested remainder books after Book Fair, including Queen Elizabeth and Robert E Wilson schools. Rockcliffe Library sale will also take left-overs.

**A/I: Christina to confirm Rockcliffe Library will pick up after Book Fair**

Laura wanted to know what should happen with the remaining left-over children's books.

**A/I: Christina to contact the same Philippines support organization that took our leftover books last year to see if they're still interested this year.**

A discussion followed about how to stagger tear-down so that the left-over book collectors and charity pickers can have a half-hour slot to collect books before the tear-down begins.

The decision was made to delay the main tear-down start time to 5:15pm. "Left over" people will be told to arrive at 4:45pm, but with no packing starting until 5pm.

**A/I: Communications team to publish tear-down schedule as appropriate**

Laura and Annabelle discussed the need to identify volunteers who prefer to work in the children's section during the two weeks of setup.

**A/I: Annabelle will add a separate category for volunteers who wish to work in the children's section during setup.**

Christina moved to not do Book Fair Bucks this year. Seanna seconded. Unanimous approval.

Seanna explained that she runs a Facebook-based “share this and receive \$10 at Book Fair” promotion, which she would like to continue to operate. No need for this to be based on official Book Fair Bucks, however.

ACCOUNTING TEAM REPORT (Christina on behalf of Imbaw, in his absence)

Council Treasurer Dave Tucker is overseeing the changes in signing authority. Should be completed soon.

School Council budget meeting has been delayed.

Veteran Cash Team Lead Kathie Swim is recruiting volunteers, so I assume it’s all under control. This is her last year, however.

Please let people know that reimbursement forms are available in the BF mailbox in the office and completed forms can be left there for me to pick up.

CHAIR REPORT (Christina)

We are on track with the Critical Path; Christina thanked the team for their hard work.

Bookcases have been confirmed to be delivered on Oct 16 at 10am

The school board is providing tables and a dumpster. Troy (custodian) has confirmed this.

Christina plans to block off the library parking lot at 9pm on Tue Oct 15. Christina asked for additional Book Fair executive volunteers to assist this year in order to learn the process for next year, since Christina will then be retired from the role of Chair.

Christina recommended the volunteer thank-you party be held at the One Up pub on Beechwood.

The meeting was adjourned at 9pm

No further Book Fair committee meetings are scheduled at this time.