

Dreams Gymnastics Parent Association
December 2, 2024 Meeting Minutes
Fargos Capilano @ 5:45pm

Prep Work

1. None

Meeting Objectives

1. Discuss and decide on Regular Agenda Items
2. Fundraising Update
3. Events Update

Agenda

1. Call to order and attendance
 - a. Called to order at 6:03 PM
 - b. Attendees: Laurel, Cathy, Candice, Lindsey, Shandra, Roseanna, Jenn
2. Items to be added to Agenda
 - a. None
 - b.
3. Approval of Agenda
 - a. Motion: Candice
 - b. Second: Jen
4. Ongoing work
 - a. Regular Agenda Items
 - i. None

Laurel thanked all present for their contributions to the past weekend's Holiday Dreams market and Christmas tree fundraiser tree pickup and delivery. Updates on these to follow later in the meeting.

- b. Past Fundraising
 - i. Sweet Infused Honey - Cathy
Only 2-3 members participated in the fundraiser.
 - ii. Christmas Trees - Laurel
 - Approximately \$21,000 worth of trees sold and 201 trees. Wally (contact for trees) contributed to sales, ad lib. Some people who attended the Holiday Dreams market/picked up their tree, donated extra monies out of kindness. Of the tree orders submitted, 63 were repeat purchases from the previous year. Laurel, Wally, John (Wally's employee/son) and Lindsey will review the tree numbers in January 2025 to determine and finalize the order for the 2025 tree fundraiser.
 - In terms of how organized the fundraiser was, there were a few user/form completion issues with the tree ordering form that was expected to be completed. A master form is suggested for next year's fundraiser, a singular form for each individual order and an individual website/landing page to help

legitimize the fundraiser as well as funnel/organize orders. Addresses would be required on the form to ensure ease of delivery.

- A suggestion to move some tree deliveries to alternate dates (other than the tree pickup weekend) was made. Discussions about a Wed/Thurs/Fri evening delivery or the following week, keeping pickups on the weekend. It's possible that access to the batting cage will be flexible to allow for many days access to allow for this suggested change. Discussions also took place about only one day of pickup and one day of delivery, to avoid stretching volunteer resources too thin. Weekday deliveries could be for those deliveries close to Sherwood park and the east side of Edmonton (closest to SP), with Edmonton deliveries and other locations on the weekend date.
- Delivery rates for oversized trees will increase for 2025, with overall delivery rates suggested to increase, with a cutoff of 1 week prior to delivery date for confirmation of delivery.
- 2025 tree pickup/delivery volunteers need to be different from those who are working/organizing the Holiday Dreams market.
- Communication about the 2025 Holiday Dreams market need to take place for any potential/confirmed tree sales so they are aware of the tree pickup 'experience' and what they can expect/enjoy upon arrival.

iii. Holiday Dreams Market - Laurel

- Some of the above items, re: Christmas trees, apply to the Holiday Dreams market.
- Roseanna will send thank yous to the vendors
- Vendor experience for 2024 market likely underwhelming, though some vendors understood the scale of the market might have meant as much.
- 2025 notes for the market include:
 - increased advertising
 - flyers to hang in grocery stores and local bulletin boards
 - placing an ad in the Sherwood Park newspaper
 - further online and FB group mentions and advertising
 - the creation of a website/landing page for a September 2025 launch
- 2025 location change: Log Cabin, next door to the 55+ Club. The 55+ Club rental had many limitations. Rental for the Log Cabin Fri-Sunday is possible for \$950. \$2M in liability insurance required, as well as a designated 'market status'. 24x8 ft tables available. November 29/30, 2025 is available. At time of meeting, a deposit of the full value (\$950) is required to book the venue. The meeting attendees reviewed the layout of the Log Cabin, as provided by Laurel, to determine the # of tables/vendors for 2025 (24 tables). With a rental beginning on the Friday, table setup on that day would be much better for vendors. Considering foot traffic is less on Sunday (for tree pickup), cost of table rentals on Sunday could be less \$\$.
- The group discussed a one-day market vs. two-day. A two-day market remains the preference, with budget for advertising using paid apps and organizing a larger volunteer sub-committee for the market organization itself.
- Market planning and organization to be well ahead of the event for the 2025 iteration, suggested July/August, 2025.

- Social media savvy members to work on FB group advertising and call outs for trees/market vendors/Santa and grinch photo booth, etc.
 - Overall aim of the market is to provide a memorable Christmas tree pickup experience. This should be communicated to potential vendors as part of the market 'vision'.
 - Suggestion to reach out to vendors for 2025 to ask about their individual interest rather than waiting for people to respond to a call out for vendors.
 - Cost of hall rental supplemented by walk-up tree purchases and market vendor table fees.
 - Santa chair and backdrop was purchased by DGPA for future use.
 - Additional activities to encourage people to spend more time at the market and 'hang out' are suggested to keep people engaged for more time in the market itself.
- c. Financial Update
- Approximately \$18,000.00 in bank account. This from the Christmas tree sales (fundraiser). Detailed fundraising report to be provided January 2025. Lindsey to complete DGPA year end financials for government/tax purposes.
Switch from Scotiabank account to be finalized January 2025.
- d. Ongoing Fundraising
- i. Oil Kings - Laurel
- Nov 13 - \$1140 profit
 - Nov 22 recap - Sarah absent, Laurel instead
 - \$1840 in profit
 - Decided to limit no. of child participants as focus needs to be on the children acting to help boost sales.
 - Laurel to provide letter of complaint, as 3rd year volunteers for Chuck-A-Puck, regarding the condition of pucks for use (covered in snow, wet, cold, difficult to handle and dry for use in paper bags, as well as profit share).
 - Profit cheques to be brought by Oil Kings Rep Hailey on Dec. 4.
 - Table Sales - Cathy:
 - Past dates Nov 9, 16, 17, Holiday Dreams market
 - Future dates and new locations
 - New Years Day: Jan 1
 - Shifts till available. Laurel to post to encourage additional sign-ups (2 shifts at time of meeting).
 - Athlete children attending are expected to actively participate in selling alongside their adult/parent.
 - 2025 paraphernalia (not discussed)
 - Table sales at Sherwood Park mall discussed as an option (\$5 Million insurance liability required). Cathy to look into insurance costs to determine if it is worthwhile. Cathy will contact Kingsway mall for info about selling Oil Kings tickets there. Safeway mall wants to a proof of 'not for profit status' if we want to run table sales there.
- e. Upcoming Fundraising
- i. Christmas Show Concession & Roses

- Rose orders are few as of now. Supplies in stock are sufficient.
- Concession and goods to be used will be supplied as per the Christmas market layout. Suggestion to use binder clips to display items.
- ii. VIP Meats - Jenn
Tabled until next meeting.
- iii. 5S Farms - Laurel
Tabled until next meeting.
- iv. DaCapo Coffee - Laurel
Tabled until next meeting.
- v. Future Fundraising
 - Laurel contacted Ashley (gym owner) to request use of gym TV advertising space for DGPA fundraisers.
 - Lindsey mentioned developing a member survey for 2025.
- f. Past Events
 - i. None
- g. Current Events
 - i. None
- h. Upcoming Events
 - i. Athlete Christmas Party: Dec 14 - Shandra
 - Time allotted for the party is shorter than in previous years. 71 registrants, 80-90 participants total expected. Checkin and pizza eating will take place on the recreation/Dreams side with activities like Bingo taking place on the Hopes/competitive side. Shandra to call on those signed up.
 - Craft will be a silhouette/chalk activity.
 - Jenn ordered cookies to decorate (300). DGPA needs to colour the icing, store bought for cookies will be available for those with nut/gluten allergies.
 - No photobooth hired. Open gym taking place.
 - Jenn confirmed a Santa will attend 730-830. \$120 for rental/booking.
 - Snack will be available later. Dance party (830-930) and movie, in separate space like the party room, will also take place. Earlier pickup likely.
 - Shandra to contact parent volunteers to assign duties and send out pizza order requests for attendees (2 slices of choice pep, h&p or cheese).
 - ii. Buns, Bodysuits & Bevvys: Jan 11 - Laurel
 - To be covered and preparations made at January 6, 2025 meeting.

Meeting done at: 7:41 PM

Special Meeting to take place January 20, 2025, to discuss 2025/2026 fundraising and DGPA goals.

Next regular meeting: January 6, 2025 at 5:45pm, Jenn's House