

St. Helen Catholic School
HSA Meeting
February 5, 2020

I. Gala - Michelle Whitney, Raquel Wood

- Purpose

Proceeds benefit the educational facility that benefits both the school families and the church ministries.

- Marketing

Gala t-shirts were handed out at the meeting. Attendees were encouraged to please wear shirts to advertise gala and elicit inquiries about it.

We have acquired more sponsorships this year than last year, but we are still trying to obtain a few more. Attendees were asked to please reach out to their companies or to well-connected contacts.

- Tickets and Seating

Currently, we have surpassed the 400 mark for tickets purchased/paid. Attendees were asked to encourage their friends and families to purchase asap, as well as to join the Facebook event page and invite family/friends to do the same. Our attendance goal is 500 (that is what we have reserved food for). Last year we had 464 in attendance, and then a few last minute guests. We are hoping to max out at 500 guests this year.

Check-in begins at 6pm. Gala guests will be given a wristband at check-in. Wristbands contain your bid number and your table number. Guests are being asked to leave their credit card numbers at check-in, so that your bid number will be directly tied in to your credit card. This should expedite the check-out process at the end of the night, since all purchases/auction wins will be tied to that wristband and we are limited on credit card machines. There are two numbers on each wrist band, which caused some confusion last year. This year, the bid/auction number will be clearly explained upon arrival. Live auction wins, dessert auction wins, and silent auctions wins will be linked to your individual number. (VIP guests will receive their wristbands in advance, earning them a skipped check-in process.)

Greeters will take guests to their assigned seat, which will be listed on each wristband. The committee is trying to group families of the same grade, if specific seating requests are not made. Four hired "flapper girls" will be assisting with Paris draw, bird cage, handing out goodies/treats, collecting gala gold, jotting down bid numbers for purchase. This will minimize

the need for parents to work during the gala.

- Gala Gold

Gala Gold is the big new thing this year, so please spread the word. Guests do not need to have a lot of cash on hand, because gala gold will serve as their money exchange. With gala gold you can purchase \$1 song requests (dueling pianos), \$50 poker tourney registration, tacos (taco stand), wine, cigars (cigar bar), casino money, Paris card draw, and birdcage key. Gala gold will be in increments of \$1, \$5, \$10, \$25. There is no return on leftover gala gold. There will be plenty of options at the end of the night to spend your remaining money. The intent of gala gold is to try and minimize billing throughout the night, as guests will just receive one cumulative bill at the end of the night.

- Food

Grazia will cater a sit-down meal, beginning at 6:45pm, followed by the dessert auction. For the dessert auction, volunteers donate various desserts on decorative platters. Because the meal does not come with dessert, guests may bid on the desserts of their choice, via bid sheets utilizing their wristband/bidder ID/table ID. At the auction's conclusion, desserts will be delivered tableside to the winning bidders.

- Drinks

Beer, water, and soda can be purchased. Additionally, a local winery (Sable Gate) will be at the gala with 10 of their wines for free tasting. Bottles will be available for purchase. The winery is also providing complimentary wine for the VIP tables, as an added incentive. The wines will bear the gala logo. The school will get a percentage of the sales.

- Games and Entertainment

Best dressed contest with prizes in the following 3 categories: 1) Couple; 2) Flapper; and 3) Gent. Best dressed contest will occur after dinner/dessert. Judges will be the head table (Dr. Coleman, Fr. Jim, Fr. Jose, Tom Reid, table guests). Guests can enter the contest at check-in with their table greeter and will wear a small sticker for designation. Live auction will follow.

Paris card draw will be done live. The committee has been pre-selling cards, and plans on selling two decks of cards. There is more information about the package details on Facebook, the school website, and on the flyer at the school front desk. There are blackout dates. Need not be present to win, so please advertise to family/friends.

The unlocking of the 8th grade bird cage will be done live as well. The 8th grade bird cage earnings supports the Washington DC trip. Estimated value of the prizes in the birdcage total about \$3000... to include a Galveston penthouse, Louis Vuitton wallet, signed DeShaun Watson helmet, and Ocula Quest virtual reality piece. Keys are \$100.

Raffle prizes will be given out at the end of the evening. There is a minimum \$300 value on raffle prizes, to include a \$300 Visa gift card, 4K smart television, a Playstation, Nintendo Switch bundle, and an Xbox. The committee is still working to acquire a few more items.

Photobooth will be in set-up in the silent auction room, along with the cigar bar, where guests can purchase \$10-15 cigars. (The school will receive a portion of the proceeds.)

Howl at the Moon dueling piano show will take place from 9pm - 12am, and consists of two pianos, a drummer, and a guitarist. The addition of the drummer and guitarist will widen the song list selections. \$1 song requests.

- Live Auction

Live auction items will be a mixture of class projects/creations, class experiences, and events or trips. The number of creations was reduced and experiences were added this year to include more parish-eligible auction items and less parent-specific projects. We have a minimum of 16 live auction items, but this is the largest fund-raising part of the gala and our big money maker.

- Silent Auction

Silent auction begins at 6pm and continues until about 11:30pm. Featured items consist of zip line passes, sports memorabilia, class baskets, various large item donations. We had almost 140 items last year, but are trying to bring our total down to less than 100 this year, in hopes of increasing value while decreasing quantity.

- Casino

Casino will be held outdoors. Poker tournament link is live and guests can sign-up now. There are re-buy deals if entry fee is purchased in advance. There will also be slot machines and card tables.

Each guest gets one raffle ticket upon entry. Tickets can be used for casino raffle prizes or you can exchange them for casino money (1 tickets = \$3000). Raffle prizes will be announced near the end of the night in the casino area.

Taco stand will be set-up outside, after 10, with street tacos available for sale.

- Child Care

Free child care being provided at the educational building for parishioners and school families for children aged PreK3 (potty-trained) - 8th. Two Pearland police officers will be on duty. Dinner, games, and movies will be provided. Youth Ministry adults and teens will provide the supervision. Child care until midnight.

- Volunteerism

The gala committee is still in need of assistance with set-up the week of. Sponsorships are also needed. Michelle Whitney requested assistance with making telephone calls and personal visits to solicit donations and sponsorships. Multi-level marketing donations (Arbonne, Rodan & Fields, Scentsy, etc...) also encouraged.

- Gala 2021

Gala 2021 will be held April 10, 2021.

HSA Officers 2019 - 2020:

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