

Executive Board Meeting

Wednesday, October 19, 2016

Members in attendance: Beth McIntosh, Jason Lynde, Marie Jackson, Dara Tuscano, Brienne Harris, Beth Szopko, Jeanine Helfrich, Michelle Tiwade, Maria Wootton, Rose La-Rue Slater

Meeting called to order by Beth McIntosh at 6:37pm

A. Peg Chaidez - Playground Information and Discussion

- She built the Hillcrest playground.
- Neither the PTA nor district gave any money, and they could not hold money for them.
- Big donations of 600K/40K/100K raised funds.
- After the designs were set, they gave the plans to district, then needed the school district approval to move forward.
- The school district takes a month to approve playground plans. So, need to be careful of end of year donations; can lose them with a month delay in approval.
- They are looking into forming a 501c3.
- NIKE does poured rubber surfaces.
- 75K grant received from Burke.
- El Sierra would probably need to look outside the community for big donations because our community has already been hit for lots of initiatives already. We would probably want to find corporate sponsors.
- Burke does lots of accessible equipment.
- For playground building - Whittier raised 100k, Puffer looking to raise 100-300k.
- For the Gaga Pit, we could do just an accessible door.
- At Hillcrest, the PTA decided how much would be accessible.
- In regard to the old equipment being replaced, it is not possible to switch or reuse equipment. Once it comes out, it is scrap.
- Mr. Lynde stated that our swings are fine, but the rest of equipment is dated. One problem is that we have two playgrounds.
- There is a space issue now with regulations.
- Mike can come out and make initial designs, at no cost. Then we can start talking to parents and present a plan. We can then start trying to find corporate sponsors to fund the project.
- Hillcrest went through 5 different revisions before final playground was made. It took them 4 years to build the playground.
- Mr Lynde asked about finding donors for Hillcrest - Peg advised finding people who have an emotional tie to kids first, research the donors, find out who could know the donors (reaching out blindly did not work), if that was a dead end, she asked for 3 references to contact. Contacting larger corporations might work, but with much advance notice. Many of the corporations Peg contacted would not give money until they had raised at least half of the money.
- Look for companies that do matching donations.

- Question was raised to Peg: How do you know how much to ask for? Tips from Peg: go in with a “donor kit”. If you give 10K, this is what you get in return.
- Peg stated again that we will need a place to hold the money...
- The PTA could possibly hold the money - look into the 501c3.
- Peg will send us the donor kit, and her husband Mike can come out and do a design, get on the agenda with the school board - in December? Puffer is on for November.
- Have to get school board approval before we can start raising money.
- Question was raised about whether Title 1 designation might get us any benefit for the playground? Peg did not know.

B. Mr Lynde

- Directory data sent to Lisa today. Cover design sheets sent home today, due Monday.

C. Officer Reports

a. President’s Report - Beth McIntosh

1. PTA website.
 - Beth has been working on the website.
 - Will put Playground Committee on the website.
2. Playground Committee and Report
 - No one has volunteered to lead the Playground Committee.
 - Mr. Lynde stated that playground expenses will increase as time goes on, so we need to be prepared for that.
 - We should be transparent about the amount of money raised and working toward the goal.
 - Working toward designs for both sides with two playgrounds, but with a focus on the intermediate side as first priority.
 - It won’t be until the spring until the broken playground equipment will be fixed/replaced.
 - Mr Lynde might want to do a needs assessment with students and families as to what is really wanted/needed.
 - There are drainage issues to deal with as well on the intermediate side.
3. Fun Lunch - Dara Tuscano
 - Set 1000K for the years
 - Have 66 reduced fun lunch kids
 - Right at 1000k mark
 - a. Angel fund: It is fine for El Sierra to have this fund; it can be put on the website and families can donate right on the website. The PTA can run this. Approved through Linda Cooper at district. For this year, the PTA will subsidize 1000k to meet expenses. Next year, the PTA will implement the Angel Fund and the PTA can reduce spending. Only Mr. Lynde and the Fun Lunch Coordinator will handle the Angel Fund distribution because it is confidential.

- b. PCI compliance = Dara has figured out this regulation and has now balanced the budget so the \$4 covers all the expenses completely.

Beth motions to implement the Angel Fund. Marie Jackson seconds. All in favor. None opposed.

b. 2nd VP - Fundraising: Marie Jackson

FUN RUN

- The totals are not in yet. Hopefully within 3-4 business days, we will know. 89 kids hit \$25 or more mark. *Toys R Us* was a big donor. Suggestion for next year for fundraising is to have a visual for the kids to take home and an envelope for collecting donations...might increase donations.

PIES

- Pie sales for Christmas or Easter are a possibility. Could do Mrs. Fields chocolates or Auntie Anne's. Marie wanted to know if we want to do anything before Christmas. Group decision was to wait until later in the year and see how our finances are at that point.

Five Below - Marie is looking into their Dollar Days.

ChuckeCheese - maybe around Thanksgiving.

Girls Day out - we received a check for \$142.

c. Treasurer's Report: Brienne Harris

- Concerns were brought forward regarding PTA By-laws and committee spending...maybe helpful to have a binder with single sheets of paper that provide information for communication purposes.
- Issue brought forward about what profits would be used for from events like Fun Run.
- Issue brought forward about possibility of losing volunteers with the addition of paperwork and added meetings for approval.
- Issue brought forward about lack of communication and transparency with the budget and funds.
- Spending for prizes might be lower this year with Mr. Lynde being so agreeable to "be the prize" for so many events.
- Issue brought forward about following the PTA by-laws more closely and communication with each other about spending.
- A few of the teachers have overspent their budget. Mr. Lynde proposed that they be reimbursed this year, but given a note with the check that they are overspending and that they might not be approved in the future.

Brienne moves to approve the overspending. Rose seconds. All in favor. None opposed.

d. 2nd VP Family Programs: Beth Szopko and Jeanine Helfrich

FREAKY FRIDAY

- Everything is ready. Beth's husband is DJ.
- They are working on a game for profit. Hoping to recoup money spent on Photo booth.
- Prizes will be play dough and pencils for the most part.
- Candy would be preferred to be avoided or limited by Mr. Lynde.

- Jeanine contacted Beanie Baby Corp for donations.

e. 3rd VP: MEMBERSHIP - Michelle Tiwade

- 105 memberships collected
- 33 teachers joined
- \$615 in donations collected

Meeting adjourned at 8:28pm.