

Audubon PTSA Board of Directors Meeting

February 18, 2010

Minutes

I. Call to Order

The meeting of the Audubon PTSA Board of Directors was called to order by President Judy East at 6:38pm. There were 10 voting members present; 14 people attended the meeting (sign-in sheet on file).

II. Opening Business

The minutes of the January 21, 2010, Board of Directors meeting were approved as submitted.

President Judy East recognized Martha Rames, chairperson of the Nominating Committee for 2010-11 officers. Martha reported that a candidate was recruited for each office (see Appendix A) and that the names had been posted throughout the school for the required 30 days. The 2010-11 slate of officers will be presented at the General Meeting on March 11, 2010.

The next BOD meeting will be March 18, 2010.

III. Area Reports and Actions

Treasurer Linda Hall presented the monthly financial report (see Appendix B). She called special attention to the income and expense numbers as we are burning down our reserves. A copy of the 990 form will be available in the March report.

The treasurer's report segued into a report from Fundraising VP Erik Christofferson. (see Appendix D) He reported that most of our income shortfall is coming in the area of corporate matching donations. We have one major event left this year to generate new income – our inaugural Jog-a-thon! We will be keeping this initial effort simple, following Bennett Elementary's time-tested model. An information piece will be distributed to staff so they can help promote and encourage family participation in the event. Ideas/feedback/considerations mentioned include:

- Promote this event at Student Share Night and Bedtime Stories
- Follow-up with principal regarding timing of event and related liability/supervision issues

VP Communications Sue Shutz submitted a report (see Appendix C).

VP School Services Kym Lukosky submitted a report (see Appendix E).

VP Events Ruti Cohenca submitted a report (see Appendix F).

Ways & Means Chairperson Steph Weeks presented the Committee's recommendations for the next round of EZ Grants (see Appendix G). Fourteen grants were submitted and 8 were recommended for funding. One of the grant proposals is for a Leveled Library that would serve the entire Audubon community. The Ways & Means committee was only able to partially fund this grant within the previously approved budgeted funds.

- Many grant requests for assemblies will be carried forward to next year's Assembly committee even though they were not funded at this time.
- Discussion on fully funding the Leveled Library project followed. Principal Dickens reported that the library fits well with the curriculum goals established by the district and other LW schools have them, there just isn't district funding to provide them for all schools at this time. There was also discussion about partially funding the leveled library now and the costs to complete the library at a later date. Due to bulk purchasing discounts, it was estimated that it would cost an additional \$4000 to completely fund the library now, while those same materials would cost \$6000 if purchased on their own at a later date.

President Judy East proposed that the Audubon PTSA Board of Directors approve the recommendation of the Ways & Means Committee in awarding 8 EZ Grants in the amount of \$12,343.95. It was seconded and passed unanimously.

Secretary Mindy Lincicome proposed that Board recommend to General Membership that we allocate an additional \$4000 from surplus funds to fully fund the Leveled Library EZ Grant. It was seconded and passed unanimously. This motion will be put before the General Membership at the March 11, 2010 meeting.

Legislative Advocacy Chair Byron Shutz thanked the Board for its support of the levy and reported that the two renewal levies passed (with 62% and 59% of the vote), but the bond measure failed to get the supermajority it needed to pass (58%). There is a Town Hall meeting with the 48th District representatives on Feb. 20 at the Crossroads Community Center if anyone has the time to attend and inquire about education issues.

IV. Principal and Faculty Reports

No reports were given at this meeting.

V. Close of Meeting

President Judy East closed the meeting at 8:03pm.

Appendix A: Nominating Committee Report

Chair, Martha Rames

Recommended Slate of Officers for 2010-2011 Audubon PTSA Board of Directors

Co-Presidents: Roy Captain and Judy East
 VP Communications: Claire Gajary and Sue Shutz
 VP Fundraising: Chandana Surlu
 VP School Services: Charla Mills
 VP Events: Amy Hayes
 VP Student Enrichment: Pierre-Henri Frevol
 Secretary: Kathy Watson
 Treasurer: Mindy Lincicome

Appendix B: Treasurer’s Report
Treasurer Linda Hall

Re: January’s Financial Report for February’s Meeting

The supporting records are reconciled through December 31,2009. The Cash In/Out is as of February 15. The supporting income/expense registers are also provided.

Income: The PTSA completed this reporting period with a \$17,055 positive net cash flow; however, approximately \$9,000 is due to extended classes and will be paid out to the instructors. For purposes of this report and to get to the “projected unrestricted cash at year end” below, I made a very rough revenue projection of additional net revenue of \$13,000 and will test that with Erik and Stacy prior to the board meeting.

Expenses: A line-item review of the expenses reflects expenditures continue to be below budget. For purposes of this report and to get to the “projected unrestricted cash at year end” below, I reviewed the expenses by line item and made conservative projections. I assumed full payment of the classroom enrichment funds per budget (\$7500 for the year).

Cash:

	<u>Amount</u>	<u>as of:</u>
Start of Year check register balance:	\$29,703.05	7/1/2009
Start of Year Money Market Balance:	\$24,726.49	7/1/2009
Cash Flow Year to Date	\$13,071.02	2/15/2010
Subtotal:	\$67,500.56	
Less: Designated Unspent Surplus Monies	\$(11,015.77)	for EZ Grants
<u>Less: Board Designated Operating Reserves</u>	<u>\$(14,175.00)</u>	<u>25% of current year's budget</u>
Total cash available without restrictions:	\$42,309.79	
Projected Net Cash to Year End:	\$(19,000.00)	DRAFT # FOR DISCUSSION
Projected unrestricted cash at year end:	\$23,309.79	DRAFT # FOR DISCUSSION

Important Deadlines:

- 1) January 25: PTSA Member Payments due to State PTSA - COMPLETE
- 2) January 31: 1099 Misc Form due to recipient – COMPLETE

- 3) February 15: 990 due to IRS – COMPLETE
- 4) February 28: 1099 due to IRS – IN PROCESS
- 5) Annual Corporation Report due to WA State – IN PROCESS

Appendix C: Communications
VPs Sue Shutz and Claire Gajary

There is no update on eNews. The website enjoyed the expected Extended Classes bump, increasing January usage to over 1700 views. To see how *your* page is doing, the table below gives you the statistics for all of 2010:

Page	Views
Extended classes	752
PTSA Website default page	526
PTSA page	118
Calendar	88
New to Audubon	61
Contact PTSA	50
Enrichment (programs tab)	48
Owl's Next Newsletter	46
Fundraising tab	43
Resources tab	43
PTSA > Leadership	42
Nom Comm	41
Volunteer tab	33
PTSA > Meeting minutes	26
Advocacy	25
Special needs	17
Resources > Emergency Assistance	16
PTSA > Financial forms	15
PTSA > Volunteer > Thank You	13
Fundraising > .PTSA Dollars Hard at Work	12

Fundraising > How to donate	10
Fundraising > How it helps	10
PTSA BOD Descriptions	7
Contact PTSA	7
EZ Grants Information	2

Appendix D: Fundraising
VPs Erik & Stacy Christofferson

Membership -- Khris registered all the donated staff memberships and notified those who were randomly selected to receive from parent donations. We have one new member this month, and Khris has been great at getting word out about member benefits. She's already thinking about next year and how to get 100% participation. We have one more payment due in May.

No Frills - Microsoft employee pledged donations and the first match for the 2010 calendar year are expected to arrive in February. These are donations MS employees made through Microsoft Giving Campaign in the Fall. Based on MS-Employee pledge history, we're down 35% from 2009 and 50% from 2008. Our No Frills target was based on the 2009 receipts, so we will not make our No Frills target for the year. We're thinking about ways to solicit more \$\$ through the Jog-a-thon / Walk-a-thon, and other means. Will try to get Volunteer Hours front and center in March. Also trying to get word out about MS matching program - most of the folks we contacted in October registered for matching, some are still outstanding. This accounts for roughly \$1,000 of unachieved funding.

Scrip Programs and PACE - Nothing to report.

New Fundraising Opportunities - Looking into an opportunity through Jamba Juice and other local vendors.

Jog-a-thon / Walk-a-thon -- All the forms are complete, and we'll bring to BOD meeting for comment/input. Radio Disney is scheduled to kick-off the event hopefully with an Assembly from 2pm - 3pm day of event. Erik will coordinate with Student Services VP to see if this is possible. Marketing schedule is in-work and looking for group feedback - will present at BOD meeting. Paypal account setup is in-work and hope to have up & running early March to reach beyond local Audubon Community for financial contributions.

I would like to get any input you'd care to offer for the jog-a-thon. I am going to be pretty fanatical about keeping it bare bones the first year so we can get the basic mechanics right. Drafts in pdf form of a brochure, and donation/permission form are attached. The critical dates are shown on the brochure. I had thought to provide rubber wristbands (like the Livestrong bands) for all participants. These can be easily purchased with custom text on them, and I'd like any thoughts the board has for the inscription. Lastly, it would be good to have a water and snack area for the runners. The thought was for having cups of water, sliced up fruit and bagels. I've talked to Blazing bagels and it looks like we can work out wholesale pricing if not a full donation of goods.

Appendix E: School Services

VP Kym Lukosky

Staff Appreciation – Charla Mills and Julie Becker

Charla Mills and Julie Becker have graciously taken over Staff Appreciation. Tajee and Steph did a wonderful job and we will miss them.

January Staff Appreciation was beautifully run by Steph & Tajee. Tajee and has finished all of the birthday gifts for the staff for the year. I have those and will be distributing as appropriate.

February lunch is this Thursday, the 18th. The month of March will be a break with no planned activities. April will feature a salad lunch.

Julie and Charla have been discussing how to reflect everyone's thoughts and needs during Staff Appreciation Week in May. We will communicate, gather info and finalize that plan to include in next month's report.

Kindy Registration – Kym Lukosky

Kindy Registration went great on February 4th. Much thanks to our volunteers who did a great job: Wendy Rice, Shani Zohar, Chandana Surlu, Katie Fitzner, Katy Tallorin, Ana de Lebres Coutinho, Kym Lukosky, Claire Gajary, Jorge Santos, Shiaf Ramlan, Roy Captain

Appendix F: Events

VP Ruti Cohenca

Western Dance party Report 01-22-2010

Overall the party was a success. There were approximately 450 people. The people invested in their costumes; they looked wonderful. The children and parents danced, ate, chat and had fun.

Budget:

Income - \$1655 (tickets + novelties+ pictures)

Expenses- DJ- \$345 + décor/novelties \$707+picture's back round \$ 27= \$1079

Ticket sales:

The ticket sale went well. To improve the service and to avoid the long line in the entrance, it's recommended to have two separate tables with two cash boxes, to form two lines. There is no need to stamp the hands. Make a list with the # of adults + # of children + # staff + total fee.

* If it's not an obligation to write the names of the guest (for security purpose), we can consider avoiding it, and then the line will move faster.

Food- "Rich's Chuckwagon" :

The food was good and reasonable price. But:

1. The caterer will not be considering for next year, definitely. The food went so slowly, there wasn't enough food (even though we told them that there are much more children this year), and they weren't organized properly.
2. The line was too long and frustrated.

- We are considering the option of having the District food service- Sodexo. They have a lot of experience with schools and catering. We have to check the budget!
- Definitely we have to have two tables for serving food to avoid the frustrating waiting in long line.
- Consider offering a better price for the preorder, to handle better the service.
- Consider paying for the food in the ticket sell table and avoid the money issue in the food table. In that case, we should have maybe 3 cash box in the entrance.
- Tell the caterer to have more food than expected. It's better to have more than less, so the parents and children don't get disappointed and ending without having dinner.
- Consider having only dessert!
- Ask the teachers to send a reminder emails to the parent for the preorder.

Music- Melody Music:

The music was ok, but

- The DJ wasn't so pleasant. Next year, we should ask to send the same person who came two years ago, Jay.
- Some songs weren't appropriate to the children. Make sure which song they are planning to have at the dance to avoid this discomfort next time.
- Ask for more Western country music.
- Consider live music and/or square dancing troop and caller
- Consider asking to have 4 speakers instead of two for every corner of the gym.

Decoration:

The decoration in the tables was nice as well in the walls (the posters at the gym were moved temporary, in order to enjoy and see better the Western decorations). The teachers and the students enjoyed so much the "Wanted poster".

*Next year, make sure to use disposable decorations. The guests thought they can take the decoration and took half of them.

Pictures

The process of taking pictures and payment went perfect. Two dollars per pictures was collected in the event; the setting was beautiful and the people were excited. No lines at all.

- Consider the option to offer frame to the picture.

Games

There was a corner for some games for those who don't like to dance or who were too tired to dance.

- We can skip this idea. It wasn't so useful.

Novelties and popcorn

Nice items; good prices. The hats and moustaches run out very fast.

Dancers

Three high school girls taught the kids some dances. Helped a lot to entertain the kids and for the mood.

- We can consider putting small scene for the dancers, so everybody can see them well and learn.

- We can consider bringing a professional square dance troop

Time:

The event runs between 6-9pm. The last guest leaves at 8:45, which is early compared to previous dances.

- If we consider doing only dessert, we can start the event at 6:30 for about two and a half hours.
- If we stay with full dinner, we can start at 6:00 until 8:30pm.

Volunteers:

There were very little respond from the master list of volunteers. There were much more respond from the enews. Thanks a lot for all those who volunteered before and during the event. This event couldn't happen without your help. Especially thanks to Raquel McJunkin and Sullivan Janine the Chairs of the event who put so much effort.

Appendix G: Ways & Means Committee

Chair, Steph Weeks

Audubon PTSA Ways & Means Committee Report

February Summary

Total number of grants received: 14 (21/Nov)

Total number of grants approved: 8 (12/Nov)

Total funding approved for first round of grants (Nov 2009): \$8,251.65

Remaining budget for second round of grants: = \$12,478.35

Total funding requested for second round of grants (Feb 2010): \$12,343.95

Remaining budget: \$134.40

W&M met on Feb 8. Criteria based on rating system in the following categories:

- Number of students served for investment made.
- Connection with AE PTSA missions, district/grade level learning curriculum and/or Audubon CIP goals.
- Is PTSA the funder of last resort and/or final piece of funding?
- Future financial commitments satisfactorily addressed.
- Time sensitivity and result if no funding provided.

Grant Title	Description	Total
Leveled Library Jodi Wilhelm & Erin Christensen	Purchase materials for a centralized leveled (Fountas & Pinnell) library. Materials to be used school wide.	5927.00
Cartoonist in Residence Maxine Pippin & Pierre-Henri Frevol	Cartoonist Jeff Johnson will meet with all grade levels to help students develop their drawing skills. Instruction will come in the form of	2570.00

	group assemblies and classroom visits.	
Toymaker Workshop Kindy Team	In-house science workshop for all Kindergarteners	1055.00
Greenhouse Enhancement Erin Christensen	Funds to be used for garden bed building materials and rain barrels.	1000.00
Pioneer Farms Trip Katy Tallorin	Supplementary funds to offset some of the cost for parents.	640.00
Outdoor Education Transportation Whitney Emerson	Supplementary funds to offset some of the district-mandated transportation costs for parents.	600.00
Relaxation Space Tina Hickox	Biofeedback software and other materials for a relaxation space.	351.95
Ellison Die Cuts Martha Rames	Replace the cutting pad for the current die cut machine and purchase a few new die cut forms.	200.00
FEBRUARY TOTAL:		12,303.95

The W&M Committee did not have enough budget to fund the additional grant attached to this agenda (EZSpirit Deck), but as a committee, we felt we needed to provide the BOD with any additional grant requests for consideration. This doesn't mean funding needs to be approved on Thursday, but it's something for the board to consider - especially if there's a lot in surplus at the end of the year.