

## **PTSA Board Meeting Minutes – March 3, 2013**

The meeting convened at approximately 6:30 p.m. in SES auditorium. The following people attended the meeting: Elizabeth Levi, Heidi McNamee, Kim Jarvis, Justine Light, Beth Azar, Eric Herr, Cindi Carrell, Dana Buhl, Dan Keppler, Matthew Latterell, and Ricardo Ismach

Dan had a question from the prior month's minutes regarding the name of the choir teacher who received a 1099. Her name was Molly Porterfield.

- A motion was made and seconded to pass the minutes from the February 13 meeting. The minutes passed with a unanimous voice vote.

### **1. Fundraising and the Foundation**

The Board engaged in a discussion about the possible need for foundation fundraising in light of expected budget cuts. Karen Belsey is the foundation fundraising chair. On April 15, staffing decisions will be made by PPS.

There was a discussion regarding whether fundraising efforts in the school community should be focused on the PTA budget or on expanding the foundation budget. These are not easy questions for the administration to decide. The Board also engaged in a discussion of the sustainability program versus other priorities. The Board discussed the cost of trips and other extras and how that might affect fundraising.

One FTE requires foundation funding of \$100K. The Board discussed how to educate the community about funding. Heidi said she is working on a Sunflower poster diagram to explain how things are funded at SES.

One possible option mentioned was to do a “soft” ask and obtain additional pledges of support given likely scenarios. There may need to be a separate middle-school ask. We have unfulfilled Tri Met needs. That need is going to be consistent from year-to-year.

Dan noted that there are limited fundraising resources within the SES community and that we may need to start looking outside our community for funding sources. Dana mentioned that the SSaVE project is still in the works because Corey the engineer got his license. There will be fundraising over the summer related to the project.

Ricardo mentioned that Tesla Motors gives grants and that the SES environmental name could be something that could help bring in a large donation. It was mentioned that PTA should approach such possible donors.

Cindi going to check on past budgets and see what we could achieve through the Run-Walk fundraiser. She thought maybe we could raise \$10k. The Run-Walk is currently set for May 29. Beth expressed that doing the run-walk here and the move-a-thon with Jason Lee School feels strange. She suggested we do the move-a-thon with Jason Lee as a separate event.

Several members of leadership are meeting with Karen Belsey next week and hope to do some organizing around foundation fundraising.

## **2. Read-a-Thon Report**

Eric gave his final report on the Read-a-Thon. As of today, it earned just over \$28,311.50 and almost met \$29k goal. Kindle readers have been purchased and will be awarded at three assemblies. All the winners worked hard to obtain a lot of small donations. The Board discussed the student who had the most success in fundraising.

Overall the Board agreed that this was a great kid-centered fundraising event. There was a lot of activity on the PayPal account. Middle school participation was strong. The Board discussed the prizes and assemblies where the prizes were given out.

## **3. Camp Westwind**

Cindi reported on the status of the Camp Westwind family camp event. Last year they had a \$1500 surplus after payment by participants. Cindi described the current insurance situation. AIM our current insurer will not specially insure this event. Cindi has been looking for insurance to cover this event. Dan has been working on a release for the event.

Cindi noted that although this event is for families, some children attend as guests of families other than their own. Scholarships are given to some families, including the families of the coordinators and three teachers. Cindi questioned whether this event, which is limited to a finite number of families, really served the entire SES community well. Beth related how this event had been a bonding experience for her child's class in the early years at SES.

- A motion was made and seconded to spend \$460 on insurance to cover the Westwind event. It passed on a unanimous voice vote.

## **4. Treasurer's Report**

Cindi passed out and explained the monthly P&L statement, balance sheet, and budget to actual statement. She described several budgeting issues with the spring musical.

Caitlin has been in contact with Cindi about financial issues and signing a contract with the music director, Crystal Akins. Cindi raised the issue of whether PTA should pay for a less expensive "volunteer" background check of Crystal rather than a more expensive, more comprehensive background check for a PPS contractor. Based on Crystal's prior relationship with PPS, the consensus was that the volunteer background check would be adequate. Ricardo mentioned that he is doing a DVD documentary of the musical that can be used sold to help raise funds.

## **5. Fundraising**

Matthew gave a brief overview of the canceled Hawthorne Hop House fundraisers that have been canceled until further notice. The Board engaged in a short discussion of restaurant fundraisers.

Matthew floated the idea of doing a Burgerville fundraiser and the possibility of approaching other restaurants. He noted that Whole Foods had conducted a fundraiser for limited number of students and teachers who are attending a trip to Nicaragua.

Matthew discussed the citrus fundraiser. He received positive feedback but is considering ways to expand this type of fundraising. He said there is a possibility of doing a fundraiser with Great Harvest bread. There was a discussion about the fact that some parents in the SES community are involved with Grand Central baking.

## **6. Emergency Preparedness and Resilience**

Heidi reported for Dana (who had to leave) and gave a brief overview of the volunteer event to fill the emergency buckets. The Board engaged in a short discussion of the inadequacy of the buckets. Heidi noted that the disaster dinner was canceled this year because the committee was unable to secure grant funding. They hope to revise the concept next year.

## **7. Miscellaneous Board Issues**

The Board engaged in a brief discussion of planning for next year's budget. The budget subcommittee plans to meet and consists of Cindi, Ricardo, Heidi, Matthew and Elizabeth.

The Board engaged in a brief discussion of recruitment and retention issues. Some efforts have been made on this front, but it was agreed that a committee needs to be formed to begin recruiting the Board for next year.

- There was a motion that was seconded to approve up to \$300 in scholarships for an "All Born In" program for teachers. The motion passed with a unanimous voice vote.

The meeting adjourned at approximately 8:00 p.m.