



Kyrene de los Cerritos

PTO General Meeting

August 8, 2012

Meeting Minutes

CALL TO ORDER:

◆ Meeting was called to order by Marcy Theisler, President, at 7:00

◆ Introductions were made as follows:

Marcy Theisler – President

Amy Richardson – Historian

Allie Schenach – Vice President

Chylon Brigham – Financial Secretary

Lori Geisen – Volunteer Coordinator

Josh Magdziarz – Treasurer

Erica Rathje – Hospitality

Brad Mooneyhan – Communications

Nikki Dranias – Secretary

Darcy DiCosmo – Principal

Wendy Lathrop – Hospitality (Not in attendance)

◆ Apex Fun Run

Scott Donnell spoke and was accompanied by two other Apex representatives. They changed their name on July 1st this year from All Star Fun Run to Apex Fun Run. Our run will take place on December 18th and we're launching a Superhero theme which will tie in nicely with our 7 Habits Leadership Traits. They've had a lot of success in the past with this timing since it's a "feel -good, generosity" program. They'll be using "Super" in Superhero as an acronym: S- Selfless, U-Uplifting, P-Patient, E-Extra Mile, R-Reliable. Their first priority is meeting with the teachers in order to get them excited about the program since they will be the "coach" for their classroom "team". They ask that 10% of money raised goes to the teachers and that's required.

They kick off their program with a rally in the multi-purpose room to get the entire school excited and enthused about it. Each day they work with students (in the presence of the teacher) for approximately 8 minutes each day. This really builds enthusiasm with the teachers and the students. The students then obtain pledges and enter them in online as their whole system is automated and this helps with the success in collecting fund and tracking progress. The Fun Run caps off the program and everyone is included (even if he/she didn't raise money). They all receive a Fun Run jersey the morning of the race.

Apex emphasized that one of the greatest benefits of this program is that they take care of all of the work which makes it hassle free for us; they spend 300 hours with this program. They use cones, tents, flags, sound systems, equipment, snacks and beverages. They will typically do 3 races throughout the day and it should take about an hour and fifteen minutes from start to finish for each race (the race itself is 30-35 minutes). He described it to be like a PE Class and each lap is themed. After the race, their laps are uploaded online and emails automatically go out to their sponsors. There will be awards given to classes on the final day of their program, Dec. 19th. Apex will follow-up with sponsors for collection. Our proceeds for the race is projected at \$15,000 for 580 kids. This projected outcome was determined by them based on schools that have done this program that have similar demographics and one way they calculate this is based on the number of free and reduced lunches. The breakdown of revenue is 52% goes to school 48% goes to them and only 15% of their money goes to their staff, the rest goes to the overhead used to put on the program. He gave us the example of Eagle College Preparatory School who has twice the amount of free and reduced lunch as we do and they garnered \$17,000 for their school. He expects that each classroom should bring in \$2000. Their flat fee is \$1,500 and then they get a percentage after that.

Sharon Schramm, a parent, had a question about how their program affects classroom time. Scott responded that this program was created by educators so they definitely understand this concern. He broke down the timing to be 45 minutes for the Pep Rally, 45-50 minutes for the Fun Run (which contradicts with what he mentioned in the previous paragraph), and 8 minutes each day for 6 days of leadership in the classrooms. He went on to convey that they're all background checked and that they're never alone with the kids--There's always teacher with them. He said to think of their staff as "roaming PE teachers". They're there all day--before-school for drop-off, during recess and they help with the PE classes.

Sharon had a concern that it doesn't seem to make sense that so much of our revenue goes to them when we could be putting this type of event on ourselves. A couple of board members responded that due to the fact that last year's PTO board already made a down payment on this program for \$1000, we are somewhat locked in unless we want to lose that money. The members also conveyed that if it is successful, we can use this as a blueprint to learn from and do our own in upcoming years. One final remark was that we will not have to lift a finger, whereas if we put it on, we'll need quite a few volunteers (who are not always available) and staff. Additionally, the parent asked if parents could simply write a check and donate it to the PTO thereby cutting out Apex so that all the revenue goes to the school and the answer was yes.

Brad Mooneyhan made a motion to approve the APEX Fun Run and In-School Program that will take place on Dec. 18th, 2012. Amy Richardson seconded the motion. Nine approved it out of 15 total attendees. There was some question as to whether we needed 2/3 of a vote or a simple majority and after referring to our by-laws, (section 3, article 7) a simple majority is all that's needed and so the Fun Run is on.

◆ Budget Update – Josh Magdiarz

We haven't received the last year's budget as of right now due to unfortunate medical complications of last year's treasurer. Josh, Allie and Marcy did the best they could with the missing information. Josh has the financial report from the last General Meeting and was able to reconcile all outstanding checks.

We've received feedback that our teachers feel uncomfortable with parents donating gift cards for teacher appreciation week since they also spend a lot of money on end-of-the-year gifts too. In order to do away with this, as well as having to continually ask parents to donate snacks and beverages, we've structured the budget a bit differently in order to absorb these types of costs.

Josh went through the budget line by line--Please see attached budget.

We are starting out the year with \$35, 121.13 in income. We looked at the expenses of prior years in order to decide how to budget.

Below are the Headings of the Budget and the comments that occurred as we made our way through it.

EVENTS:

We try to run Events from low to no negative income and we plan to take a slight loss on the Events.

Winter Wonderland - All events this year are the same as in the past with the exception of this one may be held in lieu of the Holiday Boutique. We will run this in concert with the Resource Center's Toy Drive and make it a family event. It will take place on Thursday, Dec. 6th. We'll serve cookies and hot cocoa, have an ornament-making craft area, and we may want to invite the students to wear pajamas.

Spring Book Fair - We cut checks straight to the Media Center to buy books and that's why the line item is different than last year's.

FUNDRAISERS:

Otter pops – Otter pops sales will take place directly after school on Fridays from the first Friday through October 5th.

Cookie Dough - We've added Cookie Dough as fundraiser this year.

Apex Fun Run – This is a new Fundraiser. For details, please see above. We've low-balled our budget for this against what Apex has projected since we don't feel that their school comparisons are an accurate reflection of our schools' demographics. We may need to adjust the Fun Run line to take out 10% in order for it to go to a separate expense line for the teachers subaccount for Fun Run. We need to get clarification from Apex on whether or not this is mandatory because tonight is the first night they made mention of this 10%.

We feel that the \$21K that we're projecting to make from fundraisers is very attainable.

LABELS RECEIPTS & REBATES:

This is a category of fundraising is a very easy way families to help out our school.

Other Corporate Rebates and Donations – This line item is in the fortunate event that we receive something unexpected.

Capri-Suns -We'll be suggesting this revenue generator to clubs. Darcy suggested that we may want to see if Student Council would like to incorporate this as one of their responsibilities. We've generated \$300-400 from previous years.

Fry's - A parent suggested we increase the Fry's line-item to \$500 instead of \$250 and make efforts to create awareness of this program. She also suggested that we hand out the Fry's information at Curriculum Night.

Target Red Card - Based on last year's spending, we've earned \$887.96 from Target Red Cards. We have 40 parents that are already doing this. We need to create more awareness for parents to go online and link their Target Red Card to our School. This Red Card can be a debit card as well and 1% of what is spent goes back to our school.

Amazon - Another important push for the PTO is to make it known that if you shop on Amazon, you can link your Amazon card or password to our school and it will earn money for Cerritos. Erica will be getting more information from Laura Wallace on this.

MISCELLANEOUS

Spirit wear - We made \$1760 on Spirit wear during Meet the Teacher already this year. We may need to buy more stock. Last year we voted to make sure that Sydney had a surplus.

YEARBOOK

This year we will be using the same company for our Yearbook as we did our school pictures. Income from Yearbook dedications are set aside for the 5th grade party. We need to advertise this more so that parents are more incentivized to do them

CURRICULUM

Agendas - The Students' agenda booklets are covered by Site Council.

Artist in Residence/Author Visits - The Artist in Residence/Author Visits was voted on by last year's board and we'll need to do more research on our options for this year. Chylon commented that the teachers were going to vote on this and it could include author visits. Darcy clarified that "Artist in Residence" is a program that is approved through AZ Department of Education. It can be offered at grade-level or school wide. It's typically tied to a content area and is offered in place of what would be special area, i.e. an artist would come in during art class. It's something kids wouldn't be exposed to any other time. That specific teacher agrees to give up their music time to have this artist/musician work

with them. Darcy clarified that author visits shouldn't involve an author coming into a school to SELL their book.

Clubs – They (Tech club, Shutterbug or Running club) now have separate line item.

Teacher Grant Checks - This is a line item for teachers to purchase things for their classroom. We front-loaded it this year so they could have a jump-start on school year when so much is needed for the classroom.

PE - This year we dropped PE's budget to \$100 because last year we gave them \$1900 to purchase balls and equipment.

Staff Special Requests - Staff Special Requests is now an extra line item and it's not just for teachers, but for staff too.

ENCUMBERED EXPENSES

A line has been included for what was written last year and has already been expensed out.

EXTRA CURRICULAR

Cultural Exchange - We typically do a Cultural Exchange with Mexico where we provide cake and drinks.

Health & Safety - Safeway asks that we spend 20% of Escrip money for health and safety.

Historian – This line item is for materials and photos to put on the hallway bulletin boards.

Teacher Supplemental Supplies - They are supplies like paper & pencils

HOSPITALITY

Staff Meeting Refreshments/Principal – This line will now be called Staff Meeting Refreshments/Principal Special Requests, otherwise it will only allow our Principal to purchase refreshments. She uses these funds for things like picture frames for recognition. Once the money goes to the District it can only be used for what it's specifically marked.

PTO OPERATING EXPENSES

Auditor - Last year auditor expenses were \$900, but we increased it to \$1200 in case price goes up.

Miscellaneous Equipment - The Miscellaneous Equipment line has historically been used to purchase things like coolers for Otter Pops.

Su Rogers – This line item was donated specifically to her in the amount of \$400 and it could be used for her paint the art room.

Office Supplies - This line has been used in the past to purchase cash and change counter.

Petty Cash – Petty cash is used to start out the cashbox for Otter Pops and Spirit Wear.

Website - This line item is for the hosting and domain fees.

Special Projects – This line item is to help fund something for the school. In the past, we used it for benches. This year we've talked about a shade structure for teachers. This is open for suggestion. If we make more than expected on Fun Run, then most likely the money would go here. The shade structure is what the teachers requested from Survey Monkey that Marcy sent out.

A motion was made by Chylon to increase our Target line to \$500, to change our Staff Meeting Refreshments/ Principal line to Staff Meeting Refreshments/ Principal Special Requests, to increase our Staff Meeting Refreshments/ Principal Special Requests line to from \$600 to \$1000, to increase the Fry's amount to \$500, to change the Artist in Residence line to Artist in Residence/Author Visits, to add a new line to include picture income for \$1,500 , and to increase the Special Projects line by \$1,100.

Allie seconded the motion and there was unanimous agreement.

Afterthoughts:

Picture Fund - An Income line only was added for Picture Fund for money from School pictures and we're "ball parking" it at \$1500. We need more clarification on this b/c they're going to do our yearbooks too.

Box Tops - If we have money for box tops from last year, we'll account for it this year.

◆ Fundraising for the year

Entertainment books – They will go out next Wednesday and they will go home with students.

Cerritos Family Night – We are scheduled to have 10 of them. Each PTO board member will run one each month. Marcy will take on the first one and it'll be at Peter Piper Pizza on August 21st. They will reward us with 15% of sales. They'll be doing a Back-to-School raffle. Each child will get 10 free coins for coming. Darcy asked that we get the schedule out ahead of time so teachers and parents can plan and get the word out.

Book Fair – It will be held Sept 17-21st.

Cookie dough – It will be October 25th - November 8th.

Apex Fun Run – The actual run will take place on December 18th. Lori and Marcy will co-chair.

Spring Fundraiser- Erica Riordon and Stephanie Hayden will co-chair.

Cookie Dough- Erica Rathje will chair.

Otter Pop Sales – This will occur every Friday through October 5th.

◆ Events for the Year

Ice cream social – This will occur on September 21st in conjunction with the Book Fair.

Pumpkin Walk – It's currently scheduled for Monday, Oct 29th, but because of the concern of having it on a weekday, we need to vote to change it to Friday Oct.26th. Darcy suggested that Student Council may want to by the Styrofoam pumpkins to sell.

Erica made a motion to change the Pumpkin Walk to Friday, October 26th so that it's held on a Friday instead of a Monday. Allie seconded the motion. A majority vote was for it.

Winter Wonderland – This will take place on Thursday, Dec. 8th. Amy and Nikki will co-chair.

Ho-down Dance – This will take place on February 8th

Spring Carnival – This will take place on April 19th. Allie and Marcy will co-chair.

◆ Member Updates

Hospitality – Erica Rathje - Last week was the first week for teachers and we welcomed them with Bundt cakes on Tuesday, a snack bar on Wednesday and Friday, and a late lunch/early dinner on Meet the Teacher night. We will be offering them meals for Curriculum Night, Conferences, Leadership Nights and Teacher Appreciation Week

Volunteer Coordinator – Lori Geisen - We got 30 volunteers from Meet the Teacher Night. She will cross reference the names from old lists. She plans to get more signed up through *Beep Beep* and Curriculum Night. She will compile a list and send it out to everyone. Darcy offered that we may want to do a quick PTO Presentation in MPR on Curriculum Night. On Fall Picture day we will need volunteers. We need to question our new picture vendor to see if they give discounts to volunteers on their picture order.

Communications – Brad Mooneyhan - The website is complete and he will put information Meeting Minutes and the Approved Budget up by September 5th. Our website will be linked to the Cerritos Home Page. Information needs to be submitted to him on the 1st of the month so that he can post by the 5th of the month. We will want to include club information here as well. Teachers head the various clubs and once they meet, they will notify us which clubs they're running and then we can post this information. The small printed School Year Calendar is about finished. The district print shop has done these and we hope to have them by Curriculum night. We're collecting information for the directories and did it at Meet the Teacher Night, but we didn't get enough responses. We will try again at Curriculum Night. Marcy suggested that we send home a form with the student so that we cover everyone, including those who can't come to Meet the Teacher or Curriculum Night. We will discuss further.

Historian – Amy Richardson – Dorian is doing our yearbook again and they now have a web-based program so that everyone involved can work on it simultaneously. She is meeting with them on August 20th to learn about it. She will put information on Beep Beep to see who wants to be a part of it and hopes to get it going in September. We received feedback that parents are happy that yearbook sales

aren't happening at the beginning of the year. We are arranging to advertise the sale of them at events that are closer to the date of publishing like the Carnival. We did well last year as we had only about 20 left over. We may be able to get Paypal on our website so everyone can order online.

◆ **Special Projects** - Allie's looking into the cost of sunshade. A former board member commented that the last one that was purchased was \$15K the one prior to that was \$20K. Allie will look into this further.

◆ **Additional Thoughts**

In 2 days the teacher committees will have met so we're more likely to know which teacher is our PTO representative.

Chylon brought up the idea of buying a laminator but if we do, we will have to maintain it.

The Date of next General Meeting is November 5th at 3pm.

The Meeting adjourned at 9:03pm.