

CARDIFF SCHOOLS EDUCATION ASSOCIATION

SEPTEMBER MINUTES

Thursday, September 17, 2009

6:30pm

Cardiff School MultiPurpose Room

Cardiff SEA Officers:

Co president	Mark Whitehouse
Co-President	Greta Ott
VP AH	Kristen McCartney
VP CS	Carrie Elwin
Co-Treasurer	Becky Smith
Co-Treasurer	Stacy Davis
Co- Secretary	Dede Watson
Co- Secretary	Meghan Laurs
Superintendent	Tom Pellegrino
AH Principal	Jill Heichel
CS Principal	Julie Parker
CS Teacher Reps	Lynne Sallans / Nancy Bjornstad

Other Attendees

Kevin Landel, Courtney Engelman, Sarah Gardner, Damian Baumhover, Suzanne Drennen, Pam Sylvor, Sara Kemp, Martha Largent, Nancy Bjornstad, Lynne Sallans, Allison Wylot, Ryan McAndrew, Dave Brookes, Carolyn Whitehouse, Chris Paccione, Lisa Dalton, Dawn Saik, Susan Bartow, Debbie Broadbrooks, Anand Janaswamy, Mary Jo Schumann, Jill Secard

Introductions: Meeting called to order at 6:34pm by Greta Ott.

Agenda review/additions: No Changes

Minutes: Review and adoption of June minutes. Motion to approve by Courtney Engleman. Seconded by Carrie Elwin. Unanimously passed.

Old Business:

1. CEF-PSO Merge Update: Mark Whitehouse showed a power point presentation explaining the benefits of the merge and showing the new logo, tagline, and mission statements. There was much positive response. There were some questions about merge specifics. One organization will be dropped and the remaining one will be re-named. CEF will be DBA Cardiff SEA for a few months until the official renaming occurs. Allison Wylot motioned to officially merge the Cardiff School District Parent Staff Organization including Music Boosters and Cardiff Education Foundation to become the Cardiff Schools Education Association. Susan Bartow seconded. Unanimously approved.

2. Treasurer's Report: The new organization is not combined yet officially so we will use CEF checks and write "DBA Cardiff SEA" on them. We will get new checks once the articles are officially amended. Then the PSO Tax ID will be dissolved. Some money will remain in the account for old checks. Going forward, all checks need to be made out to "Cardiff SEA".
3. Everyone is automatically a member of Cardiff SEA. The organization wants to be inclusive to all Cardiff families and community members. Families can opt in to be included in the membership book. Next week membership forms will go out.

New Business:

1. Officer Positions and Chairs 2009/2010:
 Becky Smith motioned to nominate Greta Ott and Mark Whitehouse co-presidents of Cardiff SEA. Courtney Engleman seconded. Unanimously approved
 Kristen McCartney nominated Carrie Elwin to be VP of CS. Becky seconded. Unanimously approved.
 Carrie Elwin nominated Kristen McCartney to be VP of AH. Pam Sylvor seconded. Unanimously approved
 Greta Ott nominated Meghan Laurs and Dede Watson to be co-secretaries. Becky seconded. Unanimously approved
 Courtney Engleman nominated Becky Smith and Stacy Davis to be co-treasurers. Susan Bartow seconded. Unanimously approved.
2. There are some holes in the proposed organization structure. Some positions were filled at the meeting:
 Field Trip Coordinator: Sara Kemp
 Community Events Chair: Olivia Kleinrath
 Ocean Night: Carolyn Whitehouse
 Incoming Kindergarten Events: Dede Watson
 Donor Outreach Chair: Dave Brooks
 Kindernight: Courtney Engleman, Lynn Sallans
 Membership Directory: Sara Kemp
 Newsletter: Sarah Gardner
 Volunteer Coordinator: Jill Secard, jillmsecard@yahoo.com
 Magazine Drive Chair: Damien Baumhover (Peter will help)
 Halloween Carnival Chair: Mary Staples and Kristen McCartney
 Teacher Reps, CS: Lynne Sallans, Nancy Bjornstad
3. Positions still open: Please contact Greta for more information!
 Grants
 Major Donors & Sponsors
 Communications Chair
 Escript & Club cards: Dawn Saik will be taking this position.
 Box Tops @ AH
 Brick & Tile
4. Kindergarten night has not happened this year. Courtney, Dede, and Lynn Sallans exploring possibility of doing a Kinder night this year.

5. Some Event Dates:
 Halloween Carnival: Sat, Oct 24, 2009
 Spring Gala: March 13, 2010
 Ice Cream Social: May 1, 2010
6. Bylaw Review: Mark Whitehouse discussed merging the bylaws of PSO and CEF. There were few areas of conflict. If anyone wants to comment/refine, email Mark. We will vote on the bylaws next meeting
7. There will be a Cardiff SEA brochure asking for donations going out next week.
8. Calendar for 2009/2010: Greta went over the calendar. We will meet on the 2nd Thursday of each month unless there is a holiday or major event. Daycare is provided for free in the Cardiff daycare room.
9. Event Chairs and coordinators will meet separately to plan their events and the chairs will report summaries at Cardiff SEA meetings.

Board & Committee Reports

1. District/School Board: Tom Pellegrino discussed the strategic meetings that have been held, which include creating the "Cardiff WAY". Chris Paccione said one goal is to provide standard communication between the kids and teachers at both schools in dealing with bullies, conflict resolution, etc. Cardiff WAY is an overarching goal. There are also citizenship goals, academic goals, parent and community involvement goals, fiscal goals and facilities goals. We will be learning more in the next month or two.
2. Tom reported that API scores are out and the district grew by 30 points!! On average, schools in the state grew 15 points and we doubled that. Our district received 924 out of 1000 points. The highest school has 967. In the top 50 districts, we had the most growth of any school for 2 years. Everyone is doing a phenomenal job.
3. Additional information from Tom: the district budget is \$7M total. We grew by 10 students this year. There was a smaller incoming kindergarten class than expected. ~80% of our funding comes from real estate taxes.
4. Only 15-20% of Cardiff parents donated to CEF last year. We are hoping for 100% participation this year. There was discussion about having 'thermometers' or other visuals showing percent participation, dollars raised, and hours donated (Time, Treasure, Talent).

Principals report - both principals had to leave early

Teacher report - Cardiff School

1. Lynne Sallans said school started on a great note because of the API scores. So nice to come back to praise. She also complimented "The Cardiff Way" which has really helped in the classroom - especially in communications with and amongst the kids. Thank you also to Jessica Toth and Martha Largent for taking over the science program at Cardiff - they put together an entire plan of 18 lessons and are training parent volunteers. This will continue the hands-on program in the classrooms.
2. Chris Paccione - both Cardiff Elementary and Ada Harris are joining Surfrider Foundation for a beach clean-up on October 17 from 9 - 11a.m. It will be at

Moonlight beach in Encinitas. This was chosen because of the free parking.

Ongoing Fundraising Reports:

1. General budget discussion - questions from Anand Janaswamy, David Brookes Greta - a goal should be that 100% of the households contribute.
2. Discussion of whether or not we should have a monetary goal this year. The CEF and PSO last year raised a combined \$250k.
3. Discussion also of communicating the details of the budget deficits to the parents. Since the numbers are shocking it might motivate more people to give more info. Tom said this is sensitive.
4. Allison Wylot - people should not feel that they have to give money - it could be Time, Talent or Treasure - All are valuable.

Tom - this new SEA will have to work together to establish priorities because there are many differing goals within the group.

Fundraising event reports:

(no report)

General discussion about classroom reps.

MJ the classroom reps need to really present clear, concise, consistent messages to the parents.

LISA - in the past they had SEA training.

Cardiff Room Reps Chair is Carrie and the Ada Harris one is Kristy. They are just trying to finalize the names of the reps.

Magazine Drive - need more volunteers to process the subscription forms

Donor Outreach Reports

Carolyn Whitehouse: The Machado Golf tournament is sold out. This is great news.

The Machado Foundation money goes to the following environmental causes - paying for an ocean specialist to come during ocean night, more gardening, broaden the reduce, reuse, recycle program, hands on solar science project at Ada Harris, and recycle bins at both schools on the sports field. Carolyn is still selling water bottles.

Meeting was adjourned at 8:01 by Greta Ott.