

## January Minutes

Thursday January 14, 2010

6:30 p.m.

Cardiff School Multi-Purpose Room

Introduction: Meeting commenced at 6:42 by Greta Ott.

### Attendees:

#### Officers

Co-President - Greta Ott, and Mark Whitehouse

Co-Treasurers - Becky Smith and Stacy Davis

Co-Secretaries - Meghan Laurs and Dede Watson

AH VP - Kristi McCartney

CS VP - Carrie Elwin

Jill Heichel - AH Principal

Julie Parker - CS Principal

Tom Pelligrino - Superintendent

Courtney Engleman, Christy Bulskov, Lisa Buck, Lynne Sallans, Deanna Russo, Martha Largent, Jill Secard, Allison Wylot, Pam Sylvor, Chris Schwartz, Peter Mlynar, Backy Escobar, Lisa Dalton, Billy Stern, Carolyn Whitehouse, Annette Andranian, Destiny Irons, Lea Irons, Will Irons, MJ Schumann, Christy Sanderson, David Brookes, Shea Kirkpatrick

### Minutes

Review and Adoption of December SEA minutes.

Carrie Elwin motion to adopt and Kristi McCartney second.

### Old Business

Treasurer's Report / Fundraising Goal -

Becky Smith - We have \$114,661.00 so far that has come in this year. We need to double that by the end of the year.

Stacy Davis- letters went out from the district to people that have not paid for field trips - some money has come in but without names, etc. Teachers need to make sure everything is labeled. Also sometimes money comes in and is not accurate as far as what is in there and what they think is in there.

### Community Events Report

Rob Machado Foundation - Carolyn Whitehouse. Ocean Night - March 31st, 5:30 or so. The Machado Foundation funds part of that. This follows ocean week. They have a lot of volunteers but we still need help on putting classrooms back together - any guys that are available, please let Carolyn know. Also - any feedback - please talk to Carolyn. If she needs more volunteers then she will go through the classes for volunteers.

Olivia Kleinrath - The week after the schools are out for family week we will do art night. The theme is "fabulous time with fabric". This will be on the agenda for the February mtg.

### Ongoing Fundraising Reports

Dinners Out - Alison Wylot - The SEA made \$535 from The Fish Market. She will send a report out in next newsletter, and will put a thank you to all families. Tomiko will do Wednesdays the whole month of February - excluding happy hour pricing. They will give %10 of the whole dinner to the school- no need to bring flyers. They have given the most money to us over the last two years. Please support them.

Escrip - November brought in \$298. There is a challenge for each class to get %100 participation, whoever does gets this gets a pizza party. People may want to go onto [Cardiffschools.com/shop](http://Cardiffschools.com/shop) to update their information to say CardiffSEA.

Brick and Tile - no report.

REPP - trying to get more realtors signed up. If you are house hunting, ask if money goes to Cardiff Schools. Many agents may not know about it.

Box tops - no report.

### Fundraising Event Reports

Gala by the Sea

Sponsorships - Current total = \$30,000 cash and \$22,900+ non-cash - See Sponsor List.

Still accepting sponsorships – contact MJ Schumann

There will be a one-time, streamlined ask from SEA for both Gala and ICS

E-packet donation request flyers are forthcoming

Contact Allison Wylot if interested in donating – Feb 26 is the deadline

Auction Pay software is underway and very helpful.

Invitations will be going out in student folders on Wed 1/20

\$75 per person

Buy ASAP – expect sell-out (250) and make it easier on committee

Purchase by Feb 13 and receive free Pick-a-Prize raffle ticket (\$10 value) per person

Reserved tables recommended. Sit with friends – 8 per table. Contact Becky Smith.

Website: Adding all relevant info as it becomes available Sponsors and logos, Menu, Band, Ticket Sales, Auction items. Check it out and encourage others (after 1/25)

Publicity: Banners/Posters to be up at both schools and around town by 1/25

Beach Break News article, Coast News, North County Times

Food: Passed appetizers, salad, burgundy tri-tip, salmon, potatoes, vegetables, cake

Drinks: Complimentary Karma champagne for each guest

Signature cocktail, wine, beer, champagne, soda, water

Decorations: Underway, and will be top-notch

PLEASE TALK IT UP with friends and fellow parents!

HUGE THANK YOU to all who have helped, are helping, and/or will help.

Great team of volunteers for a great cause!

Ice Cream Social - date is May 1st, and kickoff meeting is January 20th @ 6:30 in the teachers lounge. Many chair people are still needed. It would be great to get the kinder parents to come

### Donor Outreach

Greta - Seaside Market / Rimels wants to host a Cardiff Family Movie night Friday February 5th and every first Friday after that. They will have food and the profit will benefit us - a free event to attend. This is supposed to be a community relations event - we are trying to encourage this relationship on both sides. Also every Tuesday all year, Rimels wants it to be Cardiff night - where 3% of all sales will go into a fund to benefit the Cardiff SEA. Starting January 26th, he thinks the 3% will amount to about \$8000.00 - but this will offset the costs of the movie night - a work in progress. A flyer and reminders will go out. It will be on the website.

e packet: With hope that more people will read the newsletter - there is a program starting that will have the reader search for a word in the newsletter that appears in the epacket. you email this to someone to be named who will choose 2 winners to receive a \$25 seaside gift card each month.

(Side note - Andersons stationers -we are working with them to be our exclusive printer because they have great rates.)

local business acknowledgement : also in the works - a decal that goes in businesses windows that says "Cardiff Schools Supporter" for all business that support us. There will also be a list of and links to all businesses support us on our website.

### Honor Society

Stacy Davis - in the past we do an event to thank those who give \$2000 or more in the school year. Last year, we did it at Wine Steals. Last year it cost \$800 - inexpensive compared to past years. Idea behind it was to thank and also to further encourage donating. Usually done in June during the week. Consensus seems to be to continue this event this year

### Music Boosters

Lisa Dalton - in December they had a great concert - Jan 28 are tryouts for solo instrumental performances - 3rd thru 6th grade. The non-amplified music performance date is February 11th. Also on the 12th at the assembly in the morning. The fundraiser did ok - \$511 for the small group, which equals 2 scholarships. This was much better than the gift cards, and less work.

### Principals Reports

Cardiff School / Julie Parker - The kids are so happy. There is a CSEA sponsored professional dance assembly tomorrow. Kindergarten is about to go full day and the science program is about to start with parent volunteers.

Ada Harris / Jill Heichel - The year is busy. Mrs. d'Entremont organized a geography bee that was great competition for the kids.

### Teacher representative reports

Lynne Sallans - before break - gardens are in and all plants are indigenous to this area. Different groups like the La Jolla garden group and Rimels funded these gardens.

### ELAC / DLAC

Next meeting is February 1st.

### Health Council

Goal is to implement the wellness policy, and to meet twice a year. In a review of the goals, the main one was about the communication with our parents regarding healthy food. This is on the website. The other goal is to improve the school lunch program. They have had vendors come in, but it is too expensive right now. They are still looking at options. Sandy Smith is making some strides. It is a work in progress.

Courtney Engleman idea - to encourage kids with charms to try new veggies or new foods. (like cardio club).

We can't get funding here on campus if we give students / families the option to choose a vendor - cant have food competition on campus or we lose fund

Meeting adjourned at 8:00 pm