

# CARDIFF SCHOOLS EDUCATION ASSOCIATION

## November MINUTES

Thursday, November 12, 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	Meghan Laurs
Superintendent	Tom Pellegrino
AH Principal	Jill Heichel
CS Principal	Julie Parker
CS Teacher Reps	Lynne Sallans

### Other Attendees

Sara Kemp, Andrea Murphy, Lisa Dalton, Damian Baumover, Christy Bulskov, Pam Sylvor, Teri Scime, MJ Schumann, Olivia Kleinrath, Courtney Englman, Jill Secard, Carolyn Whitehouse, Lea Irons, Christy Sanderson, Jessica Toth

**Introductions:** Meeting called to order at 6:37pm by Greta Ott. Everyone introduced themselves.

Agenda review/additions. – There were no additions or changes to the agenda

**Minutes:** Review and adoption of October minutes. Motion to approve by Christy Bulskov. Seconded by Olivia Kleinrath. Unanimously passed.

The minutes will be emailed to all attendees going forward so they will have an opportunity to review them before the next meeting.

### Old Business:

#### 1. Treasurers Report:

Becky Smith. We have fundraised \$86,323 so far this year. Our goal is \$250k which is the same as we did last year. Looks like the magazine drive will net around \$19k. The Art night at Ebb and Flow earned \$5.8k dedicated to art programs at Cardiff.

Our total inflow so far this year is \$101,667 and we've paid out \$139k so far

Becky moved our money market account from Vanguard to California Community Bank, which is a local bank that donates to our organization. Our total assets are \$386k.

Email Becky Smith if you want a copy of treasurer's report: [beckysmith@cox.net](mailto:beckysmith@cox.net).

**Adoption of IRS forms.** 3 new forms are required by the IRS. We customized 3 boiler plate forms. The first is a record retention policy which involves keeping all reports for 7 years, using standardized accounting, etc. The second is a whistleblower policy. If someone is being harassed

in the SEA environment, they can go to the president or any other officer. The last involves conflicts of interest, requiring disclosure if anyone in SEA will profit from SEA.

There was a motion by Carrie Elwin to adopt 1) Cardiff Schools Education Association Record Retention Policy, 2) Cardiff Schools Education Association Whistleblower Policy, and 3) Policy on Conflicts of Interest and Disclosure of Certain Interests. Sara Kemp seconded. Unanimously approved.

### **New Business:**

1. **Calendar.** School district asking for feedback on 2010/2011 school calendar. The recommended versions are the same as what we are doing now. We try to align with San Dieguito and Encinitas districts.

Wednesday minimum days are chosen to get the most out of the staff development. The perception is Friday afternoon not as effective.

2. **Hands on Science Budget.** Jessica Toth. Normally our budget meeting is in May, but we are adding this now because this program wasn't set up last May. So far, they have spent \$500 on one kit and we need a budget for rest of year. They are asking for another \$500. Jessica believes \$1k/year will cover ongoing expenses. The CEF has restricted science donor money in the amount of \$4.5k. There was a Motion by Jill Secard to approve a \$1k budget with money from the Stouffer grant for Hands on Science at Cardiff for the rest of the year. Seconded by Sara Kemp. Unanimously approved.

The program is looking for a kindergarten coordinator.

3. **Room Reqs-** Greta asked for feedback from reps after Halloween carnival. Is the communication working? The Halloween sign up and volunteer process seemed to go smoothly.

4. **Cardiff Rimel's/Seaside Market Movie Night.** Carolyn Whitehouse. Seaside Market and Rimels are proposing a bi-monthly family movie night in the courtyard outside of Rimels. They will sell popcorn, pizza, wine, beer, etc with all proceeds donated to Cardiff schools. It would be free and open to everyone. Family-friendly Movies will be announced ahead of time and most likely shown on Friday evenings. There was a favorable response. We will want to give them our calendar to avoid schedule conflict.

### **Volunteer positions update:**

Box Tops: Jill Heichel volunteered to do the box tops at AH assemblies. Another parent (Beth) counts the box tops for AH

Brick and tile – Damian Baumhover generously volunteered to take this over. Thank you!!

### **Board and Committee Reports**

#### **1. Community Events Report**

##### **Red Ribbon Week:**

Olivia Kleinrath

It was a great week. Awesome assembly at AH. Moving and powerful for 5<sup>th</sup> and 6<sup>th</sup> graders. Community outreach with New Balance was nice, but not so many people participated. Perhaps didn't read in the e-packet. The dairy cow and karate assemblies at CS went well. The parent forum with the author of Cooking with All Things Trader Joes was really good, but not well

attended either. Those who came really loved it. We would like to do more speaker nights. We are asking room reps to email parents and ask what they want to hear about. We could get Susie Walton again. Or what else are people interested in learning about? Socialization, bullying, etc? Please pass to Olivia.

### **Food Drive**

They are collecting food till Monday November 16, sorting on Tuesday Nov 17, shopping on Weds the 18<sup>th</sup> and distributing to 40 families on Thursday the 19th. We only have 5 turkeys so far. Teri needs a verbal commitment now and the turkeys need to be dropped Thursday between 8am-noon. Gift cards and cash are always great. Spend \$25 at Vons and get a \$5 turkey. The information has gone out in e-packet. Teri's got enough volunteers for the sorting and shopping. A kindergartners family, the Hepekausens own a restaurant, Bondi, downtown is donating all the flour, sugar, and oil for all 40 boxes. Jimbos is donating \$125. Email Teri Scime [teriscime@yahoo.com](mailto:teriscime@yahoo.com) with questions.

### **Kindergarten Parents night**

Took place at Ebb and Flow, 111 Chesterfield, on October 15<sup>th</sup>. It was well attended. The preview for the auction was good. Some people bid on items that night. It was a successful night and good having it at a local venue. They will probably let us do it again next year.

**Ebb and Flow fundraiser** was very successful. A lot of people attended and the event raised close to \$6k going directly to the art program at Cardiff.

## **2. Ongoing Fundraising Reports**

Next dinners night out is December 2nd 2-9pm at Rubios in Encinitas. Flyers will go in mailboxes Monday. East coast pizza was a crowded with a long wait and a line out the door. Maybe ask them to do it Monday through Thursday next time? Or bake a lot of pizzas ahead of time?

**Escrip:** It is up and active for Cardiff SEA. It generated \$1k for Sept. No report for Oct yet. There are 539 supporters. Only 16 are new. Only 8 clicked off our flyer. It is free money. Please sign up!!!! It takes 5 minutes. Even if you don't shop at the stores listed, you can register your credit/debit cards and the school will receive money. For example, Cardiff Seaside Market gives 7%. Tom will email out to everyone.

The new amazon.com link got us \$5.60 so far. Relatives can sign up and click thru too.

### **Brick and Tile:**

Damian Baumhover is the new chair! We need an e-flyer for the holidays.

### **REPP**

Tom Hornbeak finished the brochures and handed off to Susan Bartow. She has 3 new realtors signed up. We get \$250 for each sale.

### **Rob Machado Foundation:**

Carolyn talked to Rob's rep Justine. They are giving us \$15k again this year! We are hoping they can help with the gala. The \$15k proposal will go toward maintaining gardens, butterfly

garden, native plants, keeping ocean week and ocean night going. There is a reduce reuse recycle theme with recycling on athletic fields. Also hands on science at AH and a District-wide green schools check list.

### **3. Fundraising Event Reports**

#### **Halloween Carnival**

We net \$9k for the event! The games made more money, probably because there was more light. We grossed \$1k more this year, but the lights cost ~\$200. Volunteer booth went well. Donations and volunteers came in at the end. The maze was a hit, but they want to make it bigger and more difficult. It was low cost. Jack o lantern contest fun to look at but didn't make money. There were issues with photo booth, but not sure if it will happen next year. Haunted house had issues with people hitting people. High school volunteers were very unreliable. 10 signed up. Only 1 came.

**Gala-** kick off meeting last week. Theme is Gala by the Sea, integrating SEA theme. Using a new band, Freeze frame, an 80s band. Need a caterer to donate. Need much help. This is MJ's last year doing this. Room reps will need to help get the word out that we need help.

### **4. Donor Outreach**

We have a donor outreach committee. Main objective is to get one message to potential donors (Personal or business) to tell them about SEA and let them know all that we do. Main thrust to get sponsors for the gala. If anyone knows anyone, please forward to MJ. There are different sponsor levels and benefits.

The gala is really important to us if we are going to make our fundraising goal. We are hoping to make \$80k that night. Really comes down to sponsorships and super auction items. When we did make \$80k in the past, we had \$35k in sponsorships before event started.

ICS donor outreach meeting tomorrow at 8:30pm in conference room. \$50k goal for ICS There will be levels of donations for local/parent-owned businesses to start sponsoring jumpys, rides, rock climbing wall, etc. at the ICS.

For all donations, sponsors, auction items, etc, go to the donor outreach committee.

### **5. Communication Reports**

Website: The thermometer is there on newsflash page. Parent participation for donating money is at 15%. We have 553 families in the district. It is hard to measure non-monetary participation because tracking volunteer hours not easy.

#### **Membership Directory**

Sarah did fabulous job. Printed inexpensively by Anderson stationers.

**Newsletter Report** – no report.

If you want something included the newsletter, get it to Sarah by the 25th of the month, [gardnerss@cox.net](mailto:gardnerss@cox.net).

#### **Music Boosters Report**

Lisa Dalton - Music boosters: we have 61 kids in band this year. Doing a fundraiser for free trade tea, coffee, and chocolate, due next week. Any band members can take your order.

Dec 10 7pm winter concert at AH. Blurb email out to reps at CS.

#### **6. District / School Board- Tom Pellegrino**

- Thanks again for Halloween carnival work.
- Art fundraiser was great. Before it happened, we learned we have a kiln issue. Insurance is requiring both kilns to be vented or put outside. Kids won't get clay access until it's done. Some of the art fundraiser money can go to the kilns.
- Everyone needs to sign up for Escrip.
- E-packets: trying to figure out, based on Google analytics, how many downloads. Are people reading it? When we gave paper, we gave 570 copies to everyone, but we don't know who read them. When it's an e-packet, we know how many people read the info. Not many people opening the holiday food drive page? Still not sure how many more or less are looking at items than before. Should there be incentives? At AH, need option to open all files at once. E-packets are staying. We are not going back to paper.
- Field trips- 26% of parents have NOT paid for field trips! 176 people not paid and thousands of dollars have not been collected. If you need a scholarship application, we have a new form. Forms going out next Wednesday. We only have \$1k for K-5 scholarships in budget. People need to pay.
- Budget- about \$370k deficit for next year and the following year. We already absorbed a \$500k hit. Had minimal impact so far, and want to make decisions that will have least impact on Cardiff kids academic, social, emotional growth. Will seek input from all areas. Keep open mind. Ongoing and temporary reductions. Network with other districts to learn ideas, make recommendations to board. Salary roll back, grants to offset, reductions in programs. Prepared to take hit out of reserve, but not entirely. Use it to soften the blow. Don't know what will happen after 2012. Assumptions have \$200k addition by SEA. Also has 33<sup>rd</sup> teacher in 3<sup>rd</sup> year, assuming we get 100 kindergartners each year in next 2 years. Difficult decisions. Reductions in areas we don't want to touch. Will try to spread across many areas. There will be budget meetings in Dec/Jan to get input. Saving money by greening schools. Shortened days? Maybe 4 minimum days right before week-long breaks.

#### **7. Principals Reports**

Jill thanked everyone involved in red ribbon week. Kids say AH assembly was the best assembly they've ever heard. Sherry Beckman arranged for a drumming up peace assembly that went well. Teachers are busy getting ready for conferences. 5<sup>th</sup> graders went to Biztown. Have been going for 3 years and it's a highlight.

Julie Parker- Brittany and Gabby parent skit was well received. Teachers getting ready to meet with parents.

#### **8. and 9. Teacher Rep Report**

CS - Lynn Sallans. Report cards in today. All assessments done. Thanking Cardiff SEA for the checks they got. SEA gives teachers checks depending if they are part time or full time. FT teachers got \$300, which is the same as last year. We'll see the thank you cards next month.

AH- nothing to report.

**10. Health Council -**

Health council goals and activities update later.

**11. ELAC/ DLAC**

Elac/Dlac meeting Dec 14<sup>th</sup> at 6:30 at AH

**12. SEA Officers Reports**

None

Next meeting December 17<sup>th</sup>, 6:30-8pm.

Meeting adjourned by Greta at 8:22pm.