

CARDIFF SCHOOLS EDUCATION ASSOCIATION

October MINUTES

Thursday, October 8, 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
AH Teacher Reps	Sue Yant/ Suzie Murray

Other Attendees-----

Rick Schroeder, Andrea Murphy, Nada Guaflas Smith, Maura Kate Banford Combs, Mary Jo Schumann, Dave Brookes, Deanna Russo, Shea Kirkpatrick, Lisa Dalton, Damian Baumhover, Peter Mlynar, Christy Balskov, Lea Irons, Suzanne Drennen, Carolyn Whitehouse, Becky Davis, Becky Escobar, Courtney Engelman, Allison Wylot, Sarah Gardner, Anand Janaswamy, Olivia Klienrath, Mary Staples, Doug Thralls, Paige Wilson.

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 September minutes. Motion to approve by Carrie Elwin. Seconded by Becky Escobar. Unanimously passed.

Old Business:

1. Treasurers Report:

Becky Smith. General Donations are already \$30,624 this year. One anonymous donor gave \$20k. People should be aware that there are many companies that match - Pfizer, QUALCOMM, Wells Fargo, etc.

REP program – SEA receives \$250 per home that is sold if they are in the program. This is done through the realtor. Susan Bartow is the REP person.

Total inflows for this time of year are about \$72k. We have started to pay the District for

a portion of the programs we fund. Total that we are going to have for next year (so far) is \$61,783.00. The number that we want to reach / fundraising goal is \$250,000.00. Email Becky Smith if you want a copy of treasurer's report: beckysmith@cox.net.

New Business:

1. Adoption of Cardiff SEA Bylaws

Changes in the bylaws - membership changed to reflect more the old PSO style of membership. Fiscal year date was also changed. All meetings are open although officers are able to meet outside - and must report back any decisions that are made in the officer sessions. Motion to approve amended bylaws by Courtney Engelman, seconded by Becky Davis; unanimously approved.

2. Adoption of IRS Forms

This has been tabled until next meeting. To look over the documents, please see the cardiffschools.net/SEA

3. Formal Vote to amend the articles

Motion by Becky Smith to amend the Cardiff Education Foundation articles to read Cardiff Schools Education Association; Sarah Gardner seconded; unanimously approved.

4. E-packet and flyer policy- if you want a flyer included in the weekly Wednesday E-packet, submit to Greta or Mark by Monday morning at 9:00 a.m. This concerns Informational flyers or flyers announcing events. There was a suggestion to put this policy in next week's E-packet.

Volunteer positions that are still open:

Grants

Communications chair - to organize all communications to parents

Brick and tile

Please contact Greta or Mark if you are interested!

Board and Committee Reports

1. Community Events Report

Red Ribbon Week:

Olivia Kleinrath - October 26th - 30th. AH and CS will have special events. There will be a parent forum with a speaker - the author of [Cooking with All Things Trader Joes](http://www.cookingwithtraderjoes.com). www.cookingwithtraderjoes.com. She will talk about meal makeovers and nutrition - 10/29, 6:30 – 8pm CS Multipurpose room.

In the past we have done a scavenger hunt around the community. New Balance will be involved this year - the theme is "The Cardiff Way...Run With It!" They will set up and activity where the kids go in to the New Balance store and fill out something that will be posted in the store.

Food Drive

Will start collecting Nov 2- 13 - the box to collect for the Halloween Carnival will stay in classrooms for the food drive. If the kids bring donated food to Halloween Carnival they will be given one free ticket. The collected food will be sorted on November 16 and distributed on November 19th.

Kindergarten Parents night

This will take place at Ebb and Flow, 111 Chesterfield, on October 15th 6-8pm. Parents of a kindergartener own the shop and they are opening their gallery for this event. This is an evening for Kindergarten Parents (no kids) to meet the teachers, principal, superintendent, Cardiff SEA officers, and each other. Everyone will also be able to preview art that will be available at the October 17th fundraiser benefitting the Cardiff Art Program. Ebb & Flow could use help hanging flyers outside of Cardiff for the Oct 17 event.

2. Ongoing Fundraising Reports

Dinner's Night Out:

To generate interest in this event, physical flyers are much more effective than the e-packet. The restaurant schedule is booked for the year. Boston's generated \$101. KI's appeared to be much fuller. They did a buffet that night in order to serve everyone quicker.

The next Dinner's Night Out is at East Coast Pizza on Weds, Nov. 4th. There will be a flyer and an e-packet reminder.

Escrip

This is taking a long time to set up. However, it is an easy way to support the school. There are still some delays with the merge, and money going into the old account, but this is fine. Everyone will need to re-sign up once the SEA account is set up. There will be a flyer soon.

Brick and Tile:

Someone bought a \$2500.00 plaque at AH. SEA will make \$2300 (after installation costs). The position to manage the Brick and Tile program is open.

REPP

Susan Bartow is in the middle of signing up realtors.

Rob Machado Foundation:

The Golf Fundraiser was a very successful event, although no numbers yet. There was direct gift at the event - \$5000 to C-SEA.

Hopefully SEA will be given \$15k, which is what we got last year. The money from the Machado Foundation helps fund the school gardens, ocean week, the water bottles, more recycling, and more hands on science at Ada Harris.

3. Fundraising Event Reports

Magazine Drive

Good news - successful magazine drive. We will net about \$19k. There was 40% participation. Sales were down 8.3% - probably due to the economy and people are not purchasing magazines any more. Next year to sell online possibly - or look at other companies. 18 students sold more than 20 subscriptions. The CS top seller sold 45 magazines and at AH sold 47. This year the teachers gave some incentives to the students. We should see even more subscriptions come in - maybe \$500 - \$1000 more to SEA. Prizes to be distributed Friday October 16th. There was a question about donating subscriptions to other businesses. Not sure if this is possible. Also, if there are cash donations by parents (\$600) the kids receive their prize and the school gets 100% of that donation. It was noted that the company does not have all magazines that people want (People, Cosmo, etc.). Stacy Davis said we tried before to change to another company and it was not successful. Peter and his successor Damian will compile a list of magazines we want and try to get Great American to offer them.

Halloween Carnival

Saturday October 24th, 5-8. Food, games, etc, New things this year - better lighting, there will be a walk through maze this year, a photo booth, also new games. The key is volunteers - need 140 for just that night. It is very important for room reps to fill in their volunteer sheets with parent volunteers! Volunteer time is 1 hour 15 min. The parent that offered to do the photo booth is doing it all - donating all of his time and materials. Haunted house will still be in the art lab. Also there will be a jail again - looking for policeman costume. Bring an already carved pumpkin to the carnival if you want to be in the pumpkin contest. We will not be carving pumpkins at the event. Positions needed: 1. an entertainment chair - to run the jack o lantern contest and a costume contest; 2. food chair - needs to be there the entire time to make sure they do not run out of supplies; 3. volunteer coordinator - who has to be there the entire time to coordinate the volunteers.

4. Donor Outreach

No reports

5. Communication Reports

Website

Website by Carolyn Whitehouse is looking great. Thank you. Carolyn wants it to be kept up to date and useful. She is making updates Monday or Wednesday mornings

Membership Directory

126 families and 26 businesses are already included. We will send an e-blast to remind people to turn in their forms. There was discussion about ways to get more people included in the directory. Should it be opt out instead of opt in? should the room reps do a reminder weekly for the E-blast? Deadline will be pushed back to get more people included in the directory. The deadline has been extended to October 16th.

Newsletter Report –

Sarah Gardener. It is in draft form as she is waiting on some reports. Sarah changed the layout a little and it looks great. This will also be in the E-packet. If you want

something included the newsletter, get it to Sarah by the 25th of the month, gardner@cox.net.

Music Boosters Report

Lisa Dalton - 50 kids signed up for band. They will do a fundraiser for the band kids - selling fair trade coffee and chocolate. They are no longer doing the gift card fundraiser. There will be a concert with Karatik Seshadri, possibly at a local church. Band has a deficit of about \$3,000 this year

6. District / School Board

Tom Pellegrino

Bond refinance - last board mtg they pushed through a bond refinance which will save Cardiff taxpayers about \$500k. The rates are at 43 year lows. The District will publicize this later. Budget: Tom thought that we would have given the board the budget shortfalls but the state is lagging so they have not presented to the board. Will have more info next month.

H1N1 - your kids will probably get the flu. The flu is going to be so pervasive that they will not be testing. We have had one case confirmed. People have donated Clorox wipes, etc. There will not be any notices sent home if kids get this - only if the sickness hits certain parameters. Keep your child home if they have a fever, 6-7 days from the onset. If you take them to the emergency room they will test you.

Traffic Safety – Please do not talk on your cell phone while driving around the schools and neighborhoods (even with hands-free device). There have been some close calls. Allison Wylot, who is a crossing guard at CS said every other person is on the phone. Also - people can report erratic driving to the Sherriff.

E-payments - to pay for things online, (lunch, daycare, field trips) there will be charges. Convenience fees for playing online: \$1.50 for field trips, \$2.50 for school lunch, etc.) This is because our school gets charged a percent of the actual transactions. Online payment will be up soon.

API - We scored high and among higher scoring schools this district grew the most in the entire state of California. This is due to the teachers, parents, flex programs, etc.

MJ Schumann - Cardiff Elementary Safe Route to School Program will be along Westminster and Montgomery. There is a community meeting at the City of Encinitas Thursday, Oct 22 at 6pm. Please attend and support making our community safer for walkers and bikers.

7. Principals Reports

Julie Parker - wants to thank the parents who created the new science program.

Amazing learning going on in the classrooms thanks to them and the time they spent in setting up this great program. Also thanks to the parent volunteers.

Jill Heichel- there is a new daycare supervisor at AH - Melissa Roberts

8. and 9. Teacher Rep Report

CS - everything is good.

AH- nothing to report.

10. Health Council -

First mtg is Thursday October 15th, at 3:00pm in the CS conference room. There are new priorities that were developed last year to be implemented this year. The meeting is open to all.

11. ELAC/ DLAC

First meeting is October 26th at 6 p.m.

12. SEA Officers Reports

Room Reps - they need volunteer sheets for the Halloween carnival by the 16th.

Treasurers - Stacy Davis is handling field trips - all other questions come to Becky. Stacy to take over Becky's position at the end of the year.

December and February meeting dates were changed so they do not conflict with AH band concerts. New meeting dates are December 17 and February 4th.

Meeting Adjourned by Greta at 8:09pm.