

# CARDIFF SCHOOLS EDUCATION ASSOCIATION

## December MINUTES

Thursday, December 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	Meghan Laurs
Superintendent	Tom Pellegrino
AH Teacher Reps	Sue Yant, Susie Murray
CS Teacher Reps	Lynne Sallans

### Other Attendees

Susi Drennen, Deanna Russo, Dave Brookes, Christy Sanderson, Carolyn Whitehouse, Lea Irons, Kevin Landel, Susan Bartow, Dawn Saik, Damian Baumhover, Doug Thralls, Courtney Engelman, Pam Sylvor, Anand Janaswamy, Allison Wylot

**Introductions:** Meeting called to order at 6:35pm by Mark Whitehouse. Everyone introduced themselves.

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

**Minutes:** Review and adoption of November minutes. Motion to approve by Allison Wylot. Seconded by Stacy Davis. Unanimously passed.

### Old Business:

#### 1. Treasurers Report:

Becky Smith. Not much money has come in since last meeting, which is typical at this time of year. Some Gala sponsors, e-Scrip, along with the final numbers for carnival and magazine drive. Machado grant came in. 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 Endowment at \$127,900. Bottom line: we have about \$90k for next year so far.

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

### Field trips

We have \$15k in account but still about \$5500 owed to us. Teachers need to know which kids haven't paid. Information coming to teachers in early January. There is an updated list for each teacher. The principals decided that the office staff would fill out the form for those who haven't paid. We have \$1000 budgeted for scholarships.

## **New Business**

### **Board and Committee Reports**

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

We received a La Jolla Village Garden Club grant of \$200. Need to know who applied for it and where it came from.

**Food drive:** everything came in at the end. Vons was helpful. We fed 40 families.

#### **2. Ongoing Fundraising Reports**

**Dinners night out** earned \$236 at Rubios. Next is the Fish Market on Weds January 6<sup>th</sup>, Noon to close so OK for lunch too. Flyer is on website and in packet. We are excited about this one. They will donate 20%.

Filipin pizza really wants to participate. Allison may add them in or replace with Daphne's. They are willing to do total dinner sales.

**Machado update:** Carolyn Whitehouse. 2 classes selling produce to Rimel's on 12/18.

Movie night: they want us to pick consistent day of month and publicize it. Projects funded include recycle bins this year. In Jan/Feb, get Ada Harris green team to help determine which is the best and buy them. Carolyn is also working on a green school check list for the Foundation.

**Escrip:** Restaurants can sign up on e-scrip. For October we made \$637. We have 557 members, including 27 new ones in November. Anyone can sign up at [www.escrip.com](http://www.escrip.com), including relatives and friends. Discussion of ways to increase participation: Incentive if class gets 100% sign up? VGs or Pizza? First 3 to reach 100% get party? Class pizza party costs ~\$80. Susi will put email together to promote. Need more staff to sign up too.

In November we got \$66 from Amazon.com.

#### **Brick and Tile:**

Damian Baumhover: Not much to report. Need to follow up with boulder tile. We need an e-flyer for the holidays.

#### **REPP**

Susan Bartow took over for this year. We have \$1000 so far. Susan is talking to realtors and getting all the ones who have any chance of selling to sign up. If you represent the seller, you get the sign to benefit Cardiff schools. If anyone knows a realtor, Susan will get a brochure to them.

**Box top report:** they are sending check for \$1,347.70 from 12/08-10/09.

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

**Gala:** We bought Auction Pay software. Freeze frame band is booked. Auctioneer Rich Halk from last year is booked. A big push for major donors and sponsors. Currently at \$16k in cash commitments. Will send an e-blast to all parents. If anyone knows anyone who will sponsor as individual or business, let MJ know. Deadline is Jan 4<sup>th</sup>. Sponsorships range from \$1200 to \$5000. The theme is Gala by the Sea and there is a new logo. Invites will come out mid January. Auction committee is soliciting new items. They are working in conjunction with the Ice Cream Social soliciting. Working on gala website too.

We have a Title sponsor! Pete and John from Seaside and Thad of Zenbu are sponsors. They are donating all food, white wine, beer, vodka, auction items, dinners in restaurant and in house. Gift certificates galore. Then for ISC, they are also the title sponsor. They'll provide taco booth with a healthy vegetarian option, Sambazon acai bowls, ice cream, and they will staff the booth too!!! All of our community needs to thank them!

We are getting champagne donated from a family and French bakery desserts donated. Ticket prices \$150/couple. Incentive early purchase is free opportunity ticket drawing. 250 people capacity will sell out. Still looking for sponsors!

#### **4. Donor Outreach**

For all donations, sponsors, auction items, etc, go to the donor outreach committee. Need a community donor outreach coordinator to interface with local businesses and handle relationship with community. They need to coordinate the movie night and the coins for cash canisters at Seaside Market (Seaside has over \$1100 in coins going to the school.) Also represent the school with the Cardiff Chamber of Commerce, the EcoSurf fair, and other community events.

We need to explore creating a decal businesses can put on their window for each year they support the school. We want to get the whole community involved and supporting the school. Pete, John and Thad are interested in knowing other businesses are supporting our schools too. We have the 2 fundraisers, but they want more consistent recognition. Part of an e-packet? If open e-packet, coupon for Seaside? What else? Can the kids make a banner or art project thank you? Should we add a logo or thank you on the Cardiff SEA website? We should recognize major sponsors.

Discussion with Betty Steele with Steele Realty. She is interested in getting in REPP program. She is involved in Cardiff chamber of commerce and we need to get into this. The next event they are putting on is the Kringle Mingle. We need school representation.

#### **5. Communication Reports**

Website: Carolyn can put REPP page up. Carolyn updates site every Monday.

**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 – They had a concert. No other report

#### **6. Principals Reports**

No principals present

#### **7. And 8. Teacher Rep Report**

CS – Nancy B. they are doing fine.

AH- 31 in their classes as of 2010 for 5<sup>th</sup> grade. Kids are going holiday crazy. There is an aide 4 days/week for 45min, which has been cut back from 3 hrs. There are lots of parent volunteers. Depends on the teacher how much help they get from their parents.

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

- Hitting the middle part of the year. Teachers working hard.
- Budget update: Classified and teacher meetings have happened. On January 14 there is a parent and community meeting. We have a \$742k deficit. Will discuss where we are looking to make up for the shortfall and a multiyear look at budget. 85% of our expenses are personnel. People bumped first are those who don't have tenure. Temporary teachers and specialty personnel go first. Working with teacher unions on a temporary salary roll back. 50% of what we need to be cut is ongoing. Probably cut back a lot on summer work crew. Can't do it for 5 yrs straight, but ok for a year or two. We need to ask for money for specific programs but for how many years in a row can you ask?
- The Bond refinance will refund taxpayer money. Because of reserves, basic aid, etc. we moved up 2 levels to an AA rating with S&P so if we need to borrow money we could get it at a lower interest rate.
- Strategic plan is nearly finished. Board has looked at it. It will be published on website this month.
- A school board seat is open. David Agran resigned because he relocated to Northern California. There is an application posting on the website. Needs to be turned in by Jan 19. Special meeting on Jan 27 to hear the applicants. The board will select in open session after interviewing each candidate. They will be on board till November 2010 then seat officially open and filled in election cycle. Need open minded person who understands the bigger picture without just one focus.
- Thefts: there have been 3 in the past 3 weeks. At AH 2 teachers' cars broken into. A computer laptop taken out of room 2 at Cardiff between 1:45-2:15pm along with the charger and teacher cell phone.
- High schools have 43-44 kids per class. Upping your norm in any case is dramatically different. Encinitas 5<sup>th</sup> grades are up to 35. We are doing a great job with what we have. We'll have more info in February- March for pointed fundraising.

#### **10. Health Council:** Meghan Laurs

The Health council has met once and is focusing on 5 goals: Increasing communication about the district Wellness Policy, providing parents with more information about school lunch menu items, increasing availability of fresh fruits and vegetables at lunch, decreasing the amount of low nutritional items offered to students, and providing parents more information regarding other school health issues. Carolyn Whitehouse has created a Health and Wellness section on the school website under "Our District". It contains a lot of helpful information and links. Meghan Laurs has met with Sandy in the cafeteria twice to provide information about healthier food options and see where improvements can be made. We met with Revolution Foods ([www.revfoods.com](http://www.revfoods.com)) as a possible outside vendor for school lunches. If you are interested in getting involved with the Health Council, please contact Julie Parker or Meghan Laurs [Meghan\\_laurs@yahoo.com](mailto:Meghan_laurs@yahoo.com).

#### **11. ELAC/ DLAC:** No report

#### **12. SEA Officers Reports:** Cardiff SEA end of year solicitation going out today.

Next meeting January 14, 6:30-8pm. Open to all, Free babysitting  
Meeting closed at 8:02pm