

Sequoia Parents Association Minutes of May 21, 2015 Meeting

SPA Board Members in Attendance:

Jennifer Cazares	Lin King
Jenn Moore	Jeanine Marks
Beverly Joukoff	Derek Mims
Donavaughn Jones	Christina McCarthy
Bryant Meredith	Andrea Ramirez
Pete Reno	Wendy Hoover

SPA Board Members Not in Attendance:

David Franklin

Association Members in Attendance:

Scot Mehl
Darrin Cohune
Connie Anderson
Terra Murphy
Julia Chen

Call to Order:

Jennifer Cazares called the meeting to order at 7:11 pm.

We are pleased to announce the new 2015-2016 Sequoia Parents Association Board members:

President: Scot Mehl

Vice President: Pete Reno

Secretary: Christina McCarthy

Treasurer: Bryant Meredith

Members-At-Large: Derek Mims, Connie Anderson, Julia Chen, Terra Murphy, Donavaughn Jones, and Shanelle Reese.

Approval of Minutes from April 16, 2015 meeting

Mims made a motion to approve the minutes from the April 16, 2015 meeting, Joukoff seconded that motion, 8 yes, 0 no and 0 abstention. Motion passes. (Jen Moore, Lin King and Bryant Meredith arrived after the vote – Dr. Franklin was not in attendance.)

WELCOME

Cazares welcomed the new Board. Introduction were made.

OPEN FORUM

Presentation from Believe Kids Fundraiser

Faye from Believe Kids came to present fundraising ideas. Middle school did great with this fundraiser, netted about \$11,000 – which means they had \$22,000 in sales (50% of proceeds went to SMS). Some elementary schools sell near \$40,000. She presented the catalog that will be used. Affordable items, 52% are less than \$10.00. Passed the catalog around. Successful fundraisers have a teacher incentive. Otis Spunkmeyer cookie dough is sold. Different strategies are used, including daily giveaways. Every day students names can be called over the loud speaker. Daily giveaways keep the fundraiser in everyone's mind. Example is a "principal taxi" in which students names are put into a drawing, and the student's name that is called gets to take a ride in the principal's chair. Items can be purchased online, will ship across the US.

Joukoff asked if there would be conflict with the middle school and response was there tends to be a synergy and it sometimes can increase exposure.

Reno asked if they take orders or get the product and then have to sell. Faye explained that they take orders and then deliver the goods once they arrive. Online orders ship directly to customer. Free shipping for orders over a certain amount.

Profit is generally around 45% of total sales.

Reno asked if there is a minimum. \$5,000 is the minimum, she's never had a group not reach the minimum sale amount. If you choose the 2 year contract, profits are bumped up 3% the following year. Need to know by August.

Ramirez asked if there is a kick-off assembly, yes there is. Groups that have it have approx. 30% higher sales than those that don't.

At SMS, 2 week time frame for sales, then 3 -4 weeks for delivery.

OPEN FORM Continued

Pete Reno brought up Open House. We were short one food truck, there was a bit of a wait for food. Kids were playing basketball. He noticed backboard was missing, nets missing, etc. Ramirez said there is an order in to replace these items, but it takes a long time.

Connie Andersen brought up the No Child Left Behind. Mrs. Joukoff mentioned that it is SMS for the coming fall but only if those students' home schools are impacted, otherwise they must stay at their home school.

PRESIDENT'S COMMENTS

Staff Appreciation Week was last week. Cazares shared some thank you notes with the Board.

Joukoff thanked SPA on behalf of all the staff. It was nice to be waited on, and they appreciate everything we do for the children and the school itself.

This was Terri Nixon and Carol Sprecher's last year, so someone will need to replace them.

Cazares also recognized Mrs. Clack regarding the 5K. She took over and ran it on her own, it was a great turnout. Kids and families loved it. Hope to make it a fundraiser next year and a bigger event for the whole school. It started as the 5K for the Running Club, no registration fee was charged. T-shirts were sold.

Target is currently running a campaign where you thank a teacher on Facebook and earn \$25 for the school. Goal has been met, no more money being donated.

Open House – we made \$374 from food truck sales. The 4th food truck didn't show up. Mims said that there were comments that people didn't have enough time in the classrooms. It used to be 90 minutes, Franklin shortened it to 60 minutes. Suggestion was made to have more time for the food trucks before the Open House starts. Two of the food trucks are already signed up for the Welcome Back Jamboree in the fall.

Cazares shared that the Middle school had their Open House earlier this week. They had a vendor that prepared food, instead of food trucks. They ran them for 3 hours. It was continuously busy even after Open House.

TREASURER'S REPORT

\$134,176 made this year.

Franklin sent an e-mail to request funding for the Instructional Aide and the Intervention Teacher (RTI).

Mims made a motion that we approve the budget item for the RTI position for the 2015/2016 school year, Moore seconded. 12 yes, 0 opposed, 0 abstentions. Motion passes.

Mims made a motion to approve the 19.5 hour instructional assistant position for the 2015/2016 school year. 9 yes, 3 opposed (Lin King, Bryant Meredith and Jen Moore), 0 abstentions. Motion passes.

PRINCIPAL'S COMMENTS

Not in attendance.

TEACHER'S COMMENTS

Thanks for Staff Appreciation week, the name plaques were especially appreciated. The kids bringing the flowers was also a highlight.

ACE: JENNIFER CAZARES

Jen Lugo is taking over ACE for next year. Looking at new software to use. Same vendors will be in place for the fall.

AUCTION: CONNIE ANDERSON / DEREK MIMS

One more sign-up party. Pool party hosted by the Barnaba family at their home. Halfway to maximum. Sign up online or drop off check in the office. Silhouettes of 6 kids to be painted in the hallway. McCarthy asked about

permission from the district to paint in the hallways, no one was aware if additional permission was required to paint beyond the originally approved hallway.

Mims brought up software, perhaps could move everything to another platform that makes more sense.

Need a chair or co-chairs to run the Auction next year. Date is set for March 19, 2016 at Concord Hilton. Online auction may be moved to November. Idea in breaking it up is to have more manageable pieces. If online auction is in November, people can potentially purchase Christmas / holiday gifts. Mims wants to get the word out that the work will not be so unmanageable.

RESTAURANT FUNDRAISERS: LIN KING

Chipotle Fundraiser has been delayed a week – manager changed (no manager currently). Next Thursday, 5/28. 50% of the sales go to SPA. Hours are 5 – 9pm. Fliers can be on our smart phone and they will credit. Mims asked that it be put on the Sequoia Facebook Page. Flier is on the school website.

SPIRIT WEAR: LIN KING / PETE RENO

Discussed online orders. Wendy Hoover asked about sizing, they only go up to XL. Reno asked if we go online, can that broaden what is available. Current vendor is the only one exploring the online platform.

Lin asked about having a competition next Friday – the classroom that wears the most spirit wear or spirit wear colors.

ACTION ITEMS

Sequoia Parents Association Business Incentive Program was presented. Reno pointed out that the business is giving money to SPA not the parents. Is there any tax implication? No, we can receive the money from anyone, we just have to be careful how we spend it.

Cazares asked about levels, who reviews, who manages, who puts it on the website? A proposal for each business needs to be approved by the board. Who tracks? How do we know when we are owed money? What is the accountability? Lin suggested that if we don't get any revenue, perhaps they are not renewed the following year. McCarthy asked who would run the program, and Mims volunteered to do so for the following year.

Mims made a motion to approve the Business Incentive Program as a way to deal with offers to raise money for SPA. Reno seconded the motion. 11 yes, 1 no (Jones), 0 abstentions. Motion passes.

NEW BUSINESS

No new business.

Meeting was adjourned at 8:51 pm.