

PFC Meeting Minutes

September 6, 2017

Meeting Called to Order at: 8:19am

1. Welcome New Families

- a. Ann Park gave a brief overview of the PFC and introduced herself and Jason Weilert.
- b. Ann asked members of the Executive Board and Committee Chairs/Coordinators to introduce themselves so new people will know who to approach about what. Lisa Dumke asked Room Parents to introduce themselves also.
- c. Ann reminded everyone that the Art Volunteers Meeting is tomorrow. Erin Mayer noted that probably the most fun you can have with kids is by volunteering in Art. She noted that if you can't go to the meeting please contact her or Donna Lowy. Meeting is at 8:00 am in the Art Room.
- d. Ann noted that there were Volunteer Forms at the table for anyone interested in volunteering.

2. General Business

- a. Ann Park asked for approval of Minutes (from May 31 Meeting)
 - i. 1st: Kim Shubeck; 2nd: Desiree Terian
- b. Joy Ferrante gave the Treasurer's Report
 - i. Reserves: \$ 256,023.09
 - ii. Money Market: \$ 178,387.05
 - iii. Checking: \$ 139,947.81
 - iv. Ann explained that the district requires the PFC to have a reserves account as back-up in case of a weak fundraising year. She also noted that the PFC financials are transparent and if anyone has any questions or wants to review the numbers, they can stop by the PFC Office anytime.
- c. Jason thanked the growing hospitality team - Lisa Dumke, Ghazal Hafizi, Alex Rosas, and Allyson Watson - for the amazing spread of food and drinks at the meeting.

3. Old Business

a. Variety Show – Billy Cooper, Meredith Sesser

- i. Ann noted that Variety Show was led by Billy Cooper but Meredith Sesser stepped up to help lead it.
- ii. Meredith Sesser explained that Variety show is a huge project from December to June requiring about 100 parent volunteers.
- iii. She reported that 250 kids participated in the “Not So Late Night Show at Chaparral” themed show, and it raised \$21,000 from ticket, food, and DVD sales. She noted that both shows were virtually sold out and that DVDs are available for pick-up at the PFC office.

- iv. Ann noted that for new parents, there are extra DVDs in the PFC office they can view to see what the Variety Show is all about. She thanked Meredith for stepping up and helping so much.

b. J/K Welcome Breakfast – Felice Becker, Grace Fisher, Amanda Madnick

- i. Felice reported that 177 people attended from 57 J/K families, with 52% Journeys, 60% Kinder. She noted that families were able to mingle and play games during the breakfast.
- ii. Felice reported that before custodial expenses, the Kinder Coordinators spent \$370. Last year's spend was \$430.
- iii. Felice thanked last year's Kinder Coordinators, The Kim and Laura Berlant, for providing so much direction and materials to make this year's planning easier.
- iv. Felice thanked Ann and Jason for helping mobilize Chaparral volunteers.
- v. Ann thanked the Kinder Coordinators for the great event that took a village to execute.
- vi. Grace thanked Boys and Girls Club for helping with the set-up and providing entertainment like GAGA.

c. Registration Day (Grades 1-5)

- i. Ann noted that it was a major endeavour to run registration and thanked all of the many volunteers who stepped up to help including many people in the room.
- ii. Ann noted that new this year was the shaved ice truck that hopefully helped with the heat while standing in line.
- iii. Jason noted that there was a bit of a hold-up at one point but overall the registration ran very smoothly. Jason asked people to email with any feedback about registration.

4. New Business

a. Digital Directory Update

- i. Jason noted that PFC was very close to launching the new online directory and that people will really like it. Jason noted that with any launch, there may be technical issues so please be patient if that happens when the directory goes live.
- ii. Ann explained to the new folks that PFC has published a paper bound directory in the past but is moving to a digital platform this year. The School Handbook that used to be in the paper directory will now be on the school website, and the PFC Information is now on the PFC website.
- iii. Jason noted that everyone will have full control of their directory information and can add or remove information as desired - this editing, however, has to be done via computer not phone. The website is directoryspot.net.

- iv. Ann highlighted the fact that the printed directory was typically not available until Halloween so it is a real benefit that the directory will be available in early September.
- v. Someone asked if the Directory information is sortable by class. The answer was yes, you can search by teacher, student, or parent.
- vi. Ann noted that if you really need a hard copy of the directory, you can download it and print it out.

b. Sponsorship Opportunities – Kim Becker

- i. Kim noted that the PFC offers different ways to promote your business. One popular opportunity is the fence banner, which sold out quickly this year. She is happy to discuss fence banners for next year with anyone who is interested.
- ii. Kim noted there are some sponsorship opportunities still available:
 - 1. Digital Cub Corner e-blast - your logo at the bottom links to your business website - sold by the month
 - 2. Movie Night - slide show previews before the movie starts - Your business sponsorship message will be shown on the big screen and you will get verbal recognition.
 - 3. Fall Festival - fun family event with 2 sponsorship opportunities available: Pizza Booth with a banner and company name and Pumpkin Patch with the same. If you want additional information please contact Kim.

c. Donor Drive – Amy Gray, Susan Harrison

- i. Amy noted that Donor Drive has raised \$94.5 K so far which is 33% of the school. She noted that the goal is to get to 100% - last year, we got close to 90%
- ii. Amy noted that the deadline for participation to count is 9/22 - every class with 100% participation by then will get a pizza and ice cream party. Last year, 6 classes reached 100% and won the party. The kids were very excited.
- iii. Amy noted that the leaders are Ms. Fitzner's class at 64% followed by Mrs. Yollis' class at 47%.
- iv. Amy noted that magnets would start going home in backpacks this week and homework passes (grades 1-5) and Golden Spoon gift cards (J/K) would go home together near the end of September.
- v. Grace Fisher asked how much was raised last year. Jason answered that we grossed \$200K
- vi. Ann reminded everyone to take advantage of corporate matching. Amy noted that this is easy money and she and Susan are happy to complete the paperwork if it is provided to them.
- vii. Suzy Cooper asked if there will be an email to forward to the classes. Amy responded that there will be a lot of communication coming up including an all-call, emails, etc.

- viii. Someone asked if donations can be made after 9/22. Amy noted that Donor Drive will be available on SchoolPay throughout the year.

d. Community Fundraising – Laura Berlant, Desiree Terian

- i. Community Discount Cards - Desiree reported that almost 300 cards have been sold - only 4 remain. She thanked everyone for purchasing the cards and noted that cards purchased on SchoolPay can be picked up in the PFC office. Ann pointed out that there were several popular NEW vendors (Cricca's, Coffee Bean in Calabasas, and KT Nails) on the card this year and thanked Laura and Desiree for doing such a great job with the cards.
- ii. Restaurant Night - Desiree Terian announced that there will be a restaurant night every month. This month's will be at Rosti from 9/11-9/13. Desiree noted that October will be Community Fundraising Month with a restaurant night every week: Chipotle 10/4, Nicolas 10/11, CPK 10/18, Commons Night (including Barnes & Noble Book Fair) 10/25. Ann added that it is fun to get a group of friends or families in your classroom together to meet up for dinner and encouraged room parents to reach out to their classes.
- iii. Amazon - Desiree noted that last year we raised almost \$2,400. She asked everyone to bookmark the link and use it every time. A question came up about Amazon Smile. Ann noted that we have that, too, but we are currently promoting the link. Lisa Opolion noted that Amazon donates up to 15% on some items so we get more money back from this program vs. Amazon Smile. Another question was raised about making purchases on a phone. If a browser is used, the link will work but if you make purchases through the Amazon app, they will NOT count toward Chaparral. Jason suggested you can add items to your cart through the app and then place the order through the link on your computer.
- iv. Ralphs - Desiree asked everyone to link their Ralphs card to Chaparral, take a screenshot showing this, and email it to Laura Berlant to be entered in a raffle. The winner may receive a Barnes & Noble gift card. We raised almost \$3,000 last year. Laura noted that of over 400 registered families in school last year only 54 households were registered at Ralphs. If we can get half of the school to register, we can raise so much more money. Someone asked how you link your card to Chaparral. The answer was to do it online, in person, or by phone.
- v. Box Tops - Desiree noted that there will be contests so people should start saving Box Tops now. The winning class gets a trophy for the month and the kids love it.

e. Movie Night (Oct. 6) – Beth Anson

- i. Beth noted that we are hoping to start the movie earlier this year since Movie Night is happening a few weeks later than normal.
- ii. Some asked if the Cuties program with CHS was happening that same night. Jason noted that a PeachJar flyer advertised that this was so. Mrs. Lampert was not sure.

Ann noted that the Cuties program overlapped with Movie Night last year and attendance at Movie Night was fine.

- iii. Beth noted that Movie Night will open around 5:30 and the movie has not been selected yet. She said it will be a fun event with food and glowsticks. Kim Becker noted that it is not a drop-off event and parents should be actively watching their kids. Mrs. Brazell noted that she has had to make phone calls to parents who have dropped off their kids in the past.
- iv. Beth asked people to contact her if they wanted to help out with the event.
- v. Ann explained what Movie Night was to the new parents. The movie starts at dusk.

5. Principal's Report

- a. Principal Brazell said she would not take any questions until the coffee with the principal after the PFC meeting.
- b. She thanked the PFC and all the parents at the PFC meeting. She said: This is phenomenal. I was taking pictures for twitter and your support means so much. It is the difference between a school being successful or not.
- c. She thanked Allyson Watson for organizing the PFC-sponsored lunch on Monday before school started and thanked everyone for all that PFC is providing.
- d. Mrs. Lampert announced that grades 1-2 were happy to be able to subscribe to Happy Numbers this year (thanks to PFC funds) after going through a free trial last year and loving it. She noted that Chaparral has so many great things and thanked the PFC for enriching the curriculum. She also thanked Allyson on behalf of the staff for organizing the lunch.
- e. Mrs. Lampert announced that 10/13 is Spirit Night at CHS. Chaparral Cubs sit in one section and at half time sing the cub song. Kids love it. Kids wearing Cub Wear get in free and parents pay a nominal fee to watch the game.
- f. Principal Brazell noted that she was proud of her staff. She noted that they had had a leadership meeting yesterday [9/5/17] and all felt good about the opening of the school.
- g. Principal Brazell brought up the Student 360 program started by the District beginning with the Whole Child Wellness Committee. Maria Nicolacakis noted that it is a great program and that if you can't make the meeting then please read "How to Raise an Adult" book.
- h. Principal Brazell noted that we have been on this road for a few years now and she is proud to be your principal.

6. Raffle Drawing winner: Shirra Hever

Meeting Adjourned: 9:07 AM

Minutes prepared by Laura Berlant, Recording Secretary