

PLHS Pointer Association
September 8, 2014 Board Meeting
Meeting Minutes
Respectfully Submitted by: Heather Lutz, Secretary

In attendance: Kevin O’Beirne, Angelica Wilson, Alex Van Heuven, Connie Tepper, Heidi Mather, Hans Becker, Ian Law, Tacy Armstrong, Vicki Moats, Sarah Brandl, Tracy Moore-Schoonmaker, Renatte Adler, Gianna Gibson, Andrea Justus, Maria Gibson, Barbara Meserve, Carleen Berry, Laurie Benham, Andrea Loewer, Melanie Sherman, Kimberly Daubner, Rebecca Mashburn, Michele Reynolds, Terri Webster, Heather Lutz, Maria Casas, Siri Ruber and Dinisa Valadao

Meeting called to order at 6:03p.m.

Introductions and General Business - Kevin O’Beirne

- Introductions and welcome.
- The PA is still looking for a few spots to fill on the Pointer Association; if you are interested please contact Kevin O’Beirne (list with open positions was distributed).
- PLHS 90th Anniversary Gala Event (Fall 2015) – There is a gala event every 5 years. Next fall will be the 90th Anniversary - This gala is usually run by the Pointer Association, but it is a community event including alumni and all members of the community.

Principal’s Report – Hans Becker

- Positive and productive opening of the school year. Started school with a full staff, rooms organized and ready, no tech problems
- Mr. Becker’s vision was “kicked off” this year with his and faculty and staff working on creating an environment that is socially, culturally and environmentally welcoming. Create an environment that inspires all students wanting to come to school.
- Reminder that Mr. Becker is always available if you would like to meet with him
- Thank you for the beautifully newly decorated front office.
- Thank you for the Welcome Back Lunch – faculty and staff responded well. Teachers are very supportive of the PLHS –PA.

Treasurer’s Report – Carleen Berry and Barbara Meserve (outgoing Treasurer)

- Introduction of Carleen Berry our new lead Treasurer and Terri Webster, co-Treasurer.
- Pointer Association total funds on account = \$281,000 (these include all Booster accounts and alumni accounts and anything under the PA umbrella) Non-earmarked (PA discretionary) funds = \$4,200. (This after

distributing spring AAA allocations and other costs and before our 2014-15 membership drive.)

ASB Report – ASB President 2014-2015 – Gianna Gibson

- Grade level assemblies took place last Friday and went well.
- Thank you from the students for the new Quad it looks really good
- Upcoming Events
 - Prep rally on the 9/26 for fall sports
 - Open House 10/9
 - College Night 10/30
 - Homecoming Game is on 10/17 – 6pm kick off
 - Homecoming Dance 10/18 at Dana – theme will be movie genres
- Gianna was thanked for attending the School Board meeting and speaking behalf of the student body.

VP of Programs – Renatte Adler

- eScrip push. Sign up with eScrip and use with Vons and Fresh and Easy. No credit card buys are used so buy a gift card and use this and the school will get financial credit. Last year we collected at \$14,000 in eScrip. Pat Baker has been running this for a number of years and we thank her. If others are interested in running the program please let the Renatte know.
- Allocation in the spring AAAs = \$32,500. It went to at least 18-20 teachers/departments in our three A's: Academics, Arts and Athletics. We will have a fall AAA allocation now (we have called it Gifts and Grants in the past) that Rebecca Mashburn will continue to lead. Last year a total of \$44,500 was given away through the two AAA allocations.
- Fall AAA's **Rebecca Mashburn** spoke and indicated Heidi Mather will be working with her this year so that she can take on Rebecca's role with the fall AAA's in the following year. Application deadline for the fall AAA is November 7th – review will occur sometime in November and then Board review will happen in the December meeting. New applications (for \$1000 or less) will be submitted by the staff on-line.
- Renatte is working with others to provide more school based opportunity for students to understand the college application process such as prep classes for tests, speaking with students who have already gone through the process, understanding the interviewing process, etc. Kelly Larson is interested as a staff person.

VP of Community Relations – Andrea Justus

- Campus Improvement Project: Purchased tables, benches and trashcans for the quad at a total cost of \$16,000.
 - The band removed all of the old tables, benches and trashcans and assembled and installed all of the 18 new tables, 11 benches and the trashcans. Discussion: Math on hours to build and place (48 hours) Uninstalling (72 hours) = 120 hours of work.

- Phase II would be between the 300 and 400 building and would cost \$10,000. We have a proposal in. Would like to make the area in front of the 100 building the freshman quad. We also have a Phase III proposal as well.
- May do another Bite of Point Loma in April.
- Over the summer the schools office was redone. It looks wonderful.
- The school board voted unanimously for the PLHS Field Use Policy to be approved. The separate issue of the draft EIR is that it is still pending the FAA's response before issuance.

VOTE – Donate \$2,500 to band for the removal, assembling and installing of quad benches, tables and trashcans - \$1000 more than was first negotiated due to the extra man-hours required for the job.
 Motion to Approve – Andrea Justus
 Second to Motion to Approve – Maria Gibson
 Vote – all in favor, none opposed, none abstained

Directors' Reports:

Membership Solicitation Campaigns –Diane Sullivan & Debi Heramb (not present) – Kevin O'Beirne reported

- An eBlast will be sent regarding membership solicitation to follow up on the family forms.
- Several faculty and staff have joined the PA.
- Mad Days (registration day) was a successful time to receive memberships
 - Suggestion was made that during Mad Days a Pointer Association representative be present to collect membership materials/checks – this will be further explored for next year.

Fundraising Strategies – Maria Gibson, Andrea Justus, Dinisa Valadao

- Second annual Bite of Point Loma in the spring.
- Class banners were sold with anticipated \$10,000 collected.
- Commercial banners were also sold and \$2,800.00 was raised.
- Boosters are able to sell commercial banners this year. Boosters are responsible for placing their own banners. There are quite a few banners from old businesses at PLHS; check those first before making new banners for businesses.
- Second annual copy paper drive (9/22) – Class of 2015 already has 24 cases.
- Fundraiser in January to possibly fund Phase II and/or Phase III of the Campus Improvement Project.
- The Thursday Club indicated we should apply for their Benevolence Grant (up to \$20,000). We wrote and submitted a grant. Maria also gave a tour to Thursday Club members. Mr. Palmiotto may be putting a video

together with a voice over so that we can get that to the Thursday Club in January as part of our endeavor to gain these funds.

Athletic Boosters - Tacy Armstrong

- **Booster Clubs Contributions to PA General Fund Expenses**
 - Discussion regarding the boosters' contribution to PA general fund for annual expenses incurred. This contribution would not be a requirement. This contribution would be instead of asking Boosters to donate items for Kick Off event, which is not a Booster run event. Ideas for increasing contributions to the PA through Booster fundraising (an organized program) were shared. Concerns about equity for smaller boosters versus larger boosters. Concerns and ideas regarding how to approach Boosters about this new idea of contributing to PA. Reiteration that contributions would be requested, not a mandate. Suggestion was made to draft a letter and give the history and to describe the benefits Boosters receive from the PA and that their contributions would help to support. Kevin O'Beirne will attend the first Booster Council meeting and present the request to the booster representatives.

VOTE – Elect to request a contribution of \$50.00 from all of the Boosters into the PA general fund.
Motion to Approve – Tacy Armstrong
Second to Motion to Approve – Renatte Adler
Vote – all in favor, none opposed, none abstained

- First Pointer store at the Kick Off game (two boosters Football and Cheer).

Art Boosters – Renatte Adler

- PLHS has a very motivated Theater Director who is also the Dance Director. Theater and dance will be part of one Booster organization, which will under the Performing Arts umbrella. Renatte will work with the Treasurer to ensure the Dance Booster money is properly allocated.

VOTE – Disband the Dance Booster
Motion to Approve – Renatte Adler
Second to Motion to Approve – Andrea Justus
Vote – all in favor, none opposed, none abstained

- Kerri DeRosier has been working very hard to put together a Choir Program (its considered an after school Club). All three schools (Dana, Correia and Point Loma) have this program now.

VOTE – Establishment of a Choir Booster
Motion to Approve – Renatte Adler
Second to Motion to Approve – Maria Gibson
Vote – all in favor, none opposed, none abstained

- There is an Art Booster run by the art teachers that has just begun a new gallery.

VOTE – Establishment of a Visual Arts Booster
 Motion to Approve – Renatte Adler
 Second to Motion to Approve – Kimberly Daubner
 Vote – all in favor, none opposed, none abstained

- On the PLHS website, there is a spot for all of the art programs – this will be expanded as time goes by.
- Teachers have put performances together on campus it is called Culture Point, it is planned to occur every fourth Thursday of every month.

Volunteer Programs - Tracy Moore-Schoonmaker

- There are over 200 people on her eBlast list. If you need a volunteer for an event or project please email Tracy and she will eBlast it to her volunteer list. It is preferred that you attach a sign up sheet when asking for volunteers.

Alumni Association - Kim Jessop (not in attendance)

- No report

Athletic Director – Alex Van Heuven

- Beautification project - thank you.
- Warm welcome to her job – first week was crazy
- Desperate need of a new score board – it doesn't function well anymore! It was suggested that this would be a perfect request for a Charger Grant.
- Thank you for AAA funds – Lacrosse helmets are being purchased (they were previously bought at garage sales)
- Lots of upcoming games and activities – please check website for further details.
- October 2nd Loma Portal Field will be done. Dana field will be done mid October.
- PLHS is really lucky to have some amazing coaches this year who are very dedicated. Should be a good and exciting year.

New Business, Roundtable & Announcements

- Ian Law – Thank you to the PA for the meal at the beginning of the year – When you are in the flurry of getting things ready being able to sit calmly and be social is very refreshing and very appreciated.

Meeting adjourned at 7:14PM.