

**PLHS Pointer Association
September 9, 2013 Board Meeting
Meeting Minutes
Respectfully Submitted by: Heather Lutz, Co-Secretary**

In attendance: Kevin O'Beirne, Barbara Meserve, Hans Becker, Ian Law, Tracy Moore Schoonmaker, Renatte Adler, Tacy Armstrong, Scott Hopkins, Laurie Benham, Christy Scadden, Jill Fiero, Vicki Moats, John Murphy, Diane Sullivan, Sarah Brandl, Carleen Berry, Heather Lutz, Debbie Geyer, Lynn Wade, Noel Phillips, Laura Verhees, Andrea Justus, Curt Lutz, John Murphy, Mike Hastings, Alex Van Heuven, Steve Geyer, Karen Duvall-Meyer, Judi McQueen, Michelle Huber.

Meeting called to order at 6:00 p.m.

Introductions and General Business - Kevin O'Beirne:

- First point of order, an eVote for the new Officers and Directors for the PLHS Pointer Association Board of Directors for 2013-14 was completed in late August, 2013 as follows:

The following people have been nominated for the PLHS Pointer Association Board of Directors for the 2013-14 school year:

Executive Board

President: Kevin O'Beirne
Vice President of Programs: Renatte Adler
Vice President of Community and School Relations: Andrea Justus
Treasurer: Barbara Meserve
Treasurer-Elect (for 2014-15): Carleen Berry
Co-Secretaries: Debbie Geyer and Heather Lutz
Principal: Hans Becker

Directors

Boosters Director: Tacy Armstrong
Fundraising Strategy Directors: Maria Gibson, Andrea Justus and Dinisa Valadao
Communications/PR Director: Tracy Moore-Schoonmaker
Membership Director: Diane Sullivan
Gifts and Grants Director: Rebecca Mashburn
Scholarship Director: Lucy DeVito
Faculty Representative Director: Ian Law
Athletic Director: John Murphy
ASB President: Gianna Gibson
Alumni Relations Director: Kim Jessop
Auditor: Judi McQueen

eVOTE on 8/25/13:

Motion to elect the Officers and Directors as listed – Heather Lutz

Second to Motion to Approve – Barbara Meserve

Vote – 14 in favor, none opposed

General Business – Kevin O’Beirne:

- Kevin spoke about the interest of the PLHS Pointer Association stepping up to fill more of the holes in the school’s budget that are not being met by the District’s budget in this coming year.
- Kevin reinforced that the Pointer Association is interested in Mr. Becker and PLHS communicating their needs to the PA and the PA is always interested in ideas, feedback and new ways to improve.

Principal’s Report – Hans Becker:

- It was not a great opening District wide – Counseling staff working overtime. Still working to move classes around, students may still experience some shifts in their classes. Making sure every teacher is not exceeding at 36 in their classes. Power School has replaced Zangle Parent Connect and is still not up and running.
- Looking forward to getting to know everyone and looking forward to a great year. Really going to be focusing on improving school culture and having a great relationship with the PLHS Pointer Association. Mr. Becker has an open door policy.

Treasurer’s Report - Barbara Meserve:

- Please review treasurer’s report for full details. Pointer Association total funds on account = \$298,000. Non-earmarked (PA discretionary) funds = \$18,000.
- All funds are earmarked with the exception of those funds that are allocated for the Gifts and Grants program and the AAAs for Success – Academics, Arts & Athletics - funding.
- Carleen Berry will be taking over the deposits. There are co-treasurers to split up the job – having co-board members or directors is encouraged as having someone transition into the position the following year who has been a co makes the transition easier, as well as splitting up the work.
- Banners have raised a lot of money. Snack shack funds during the Kickoff events go directly to PLHS Pointer Association discretionary fund.

VP of Programs – Renatte Adler:

- \$30,000 was distributed through AAAs last year. Last year \$12,000 was given through the gifts and grants program and \$30,000 was given through the AAAs program in the spring for teachers to use/spend over the summer and into the fall. By December 1, department money should be spent so that the teachers know what they need for gifts and grants. Gifts and grants are

- generally \$1,000 maximum each. Renatte reviewed some of the gifts and grants that were given out in the previous year.
- Renatte stated if anyone is interested in exploring program needs/ideas, please speak with her.
 - eScrip generates funds for our organization, approximately \$15,000 a year. Pat Baker, whose son is a recent graduate and Judy Bergman are working together to grow the eScrip program. They are hoping the Booster groups will encourage their members to sign up for eScrip so that the booster programs are able to also give to the Pointer Association without negatively impacting their own fundraising efforts.
 - Juniors can also generate money by encouraging others to join eScrip. For each junior who gets someone to sign up they will earn money directly for their class (for prom, etc.). They can get \$10 per sign up. This is a great way for the students to become engaged.
 - Target program described – Everyone who signs up and votes once a week on the Target website (through the end of September) earns \$1 for Point Loma High School.
 - AAA funding and Grants and Gifts were clarified. AAA funding happens in the spring and is intended to help fund teachers to start off the school year. While Grants and Gifts are for items individual teachers ask for to cover needs during the school year.
 - Some volunteer roles are still needed to be filled on the Pointer Association, please consider becoming involved at this level.

VP of Community and School Relations – Andrea Justus:

- A doodle doc was sent out for a marketing strategy meeting. If you didn't get it then please contact Andrea Justus. Hans Becker announced a friend of his who is a professional in the community is willing to do some marketing work for the school.
- Kickoff Saturday Sept 14 – The Pointer Association runs the snack shack. Thanks to the football program for donating one of their Saturdays at the snack shack for Kickoff. Still looking for volunteers for Kickoff.
- Andrea would like to encourage a beautification day to occur and would like to see that position filled. This job would be organizing the volunteer teams and being the point of contact between PLHS and the families/community.
- Banner sales have gone well. There are 30 names on the 2017 banner, which is fantastic! At this time there are also 15 names for the 2016 banner, 24 names for the 2015 banner and 8 names for the 2014 banner. We should clear about \$6,500. New advertisers \$700; past advertisers \$500.
- Andrea asked if there are needs within the school such as copy paper, etc. An idea might be to have a drive for the school on a monthly basis? Andrea is suggesting this might be a good cluster activity. ASB is also interested in being involved in this process as well.

Director's Reports:

Membership -Diane Sullivan

- Registration still coming in. Right now there is approximately \$4,100 raised.

Fundraising Strategies - Andrea Justus

- Would like to add another fundraising event this year beyond Kickoff, membership solicitations and eScrip revenues.

Gifts and Grants – Kevin O’Beirne (in place of Rebecca Mashburn)

- Simplify by doing one solicitation from staff likely later this fall with funding in the middle of the year. Usually maxed at \$1000 per request (individual teachers can ask for Gifts and Grants vs. AAA is usually asked through departments). The total allocation will be \$12,000 instead of two \$6,000 allocations.

Boosters - Tacy Armstrong

- Working over the summer to learn her new job. There are 20 Booster Programs, including the new Golf Boosters.
- Kickoff – the Boosters have provided the supplies for the Kickoff event so all monies raised will be profit to the Pointer Association.

VOTE: Approve new Golf Booster Program.

Motion to Approve – Tacy Armstrong

Second to Motion to Approve – Andrea Justus

Vote – all in favor, none opposed, none abstained

Volunteer Programs - Tracy Moore Schoonmaker

- Tracy will be the lead for all of the volunteer activities. There are approximately twelve volunteer activities that happen throughout the year as well as other smaller volunteer needs. Tracy will be the person to help to fill all of these volunteer needs.
- Idea: Renatte would like there to be an ongoing volunteer opportunities list on the website with contact information.

Alumni Association - Kevin O’Beirne (in place of Kim Jessop)

- Kevin described the idea of having a PLHS Pointer Association liaison to communicate PLHS and PA needs with the Alumni Association through Kim.

Athletic Director - John Murphy

- John gave a tour of the school to the class of 1963 this weekend. He also will be giving tours to the Class of 1958 and the Class of 1973 as well as others.
- John and Mike Hastings expressed their interest in creating alumni projects (i.e. busts, donor tiles/bricks/pavers) to be installed behind the stadium. This might include an alumni nominating program with possibility of funding

coming back to PLHS. There is a lot of interest in creating funds through bringing in designs and projects behind the stadium.

- Athletics – There are currently 54 teams at the school with 800 athletes fielded. John feels PLHS is fortunate to have our current athletic training program. Athletics has an interest in reaching a lot of students. Athletics is trying to maximize the dollar to reach the greatest number of students. Underfunded sports' needs will be priorities.
- There are new divisions this year and PLHS is hoping to win a lot of titles. Mike Hastings and Alex Van Heuven were introduced. John stated Mike and Alex are here to support the athletics program as well.
- Sports Chalet gave \$1,250 to Lacrosse. Use the action pass when purchasing at Sports Chalet. Please register your action pass. The PLHS gear at Sports Chalet is all sanctioned by PLHS.
- Commitment made to push eScrip and PA membership through the athletic boosters.
- Upcoming meetings:
September 18 meeting at PLHS about capital improvements and September 25 meeting at Correia - looking at multipurpose fields and baseball fields.
- Mike Hastings stated Correia is starting to wear maroon and gold and working in the direction of common school colors can be very positive for the cluster.

Roundtable:

Ian Law – Thanked Laura Verhees and her team for putting on the welcome back lunch for the staff.

Vicki Moats – eBlast helped to find a washing machine for a PLHS classroom – a truck was located to deliver the machine to PLHS.

Laurie Benham – Wonderful response from the Ramona Band parents as our PLHS band had 35 band members show up at the Ramona game. It was a good experience. Band was thanked, it was awesome and the energy was terrific.

Action items:

- Hans Becker will get back to the Pointer Association regarding school wide needs (i.e. paper, etc.).
- Tracy, Vicki - Review whether or not we want to put volunteer opportunities (and names, contact information?) onto the website.
- Look for a liaison who represents the Pointer Association to the Alumni Association.

Meeting adjourned at 6:57pm