

PLHS Pointer Association
October 14, 2013 Board Meeting
Meeting Minutes
Respectfully Submitted by: Debbie Geyer, Co-Secretary

In attendance: Kevin O'Beirne, Barbara Meserve, Hans Becker, Ian Law, Renatte Adler, Tacy Armstrong, Scott Hopkins, Laurie Benham, Vicki Moats, John Murphy, Sarah Brandl, Carleen Berry, Debbie Geyer, Andrea Justus, Alex Van Heuven, Karen Duvall-Meyer, Judi McQueen, Michelle Huber, Gianna Gibson, Maria Gibson, Rebecca Mashburn, Augie Hernandez, Lucy DeVito, Kimberly Daubner, Judy Bergman, Kim Daubner

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

Introductions and General Business - Kevin O'Beirne:

- Kevin reported that a \$5,000 donation was just received from the Alison and Robert Price Foundation.
- Kevin shared that according to Pat Baker, there will be decreased revenue from Vons eScrip program because of changes in the way Vons is accepting new applications and renewals. Pat Baker is looking into how to work best with the new system in order to preserve the revenue, which brings in more than \$1,000 per month to the Pointer Association.
- Kevin stated the need to revisit Pointer Association fundraising priorities and objectives. There are other activities under the Pointer Association umbrella that may need to be considered. Will break into smaller groups to discuss. There is a need to make certain that fundraising objectives do not conflict with each other. Once the objectives are known, then priorities and plans need to be established to achieve them.

VOTE – Approval of 9-9-13 Minutes

Motion to Approve – Barbara Meserve

Second to Motion to Approve – Kim Daubner

Vote – all in favor, none opposed, none abstained

Principal's Report – Hans Becker:

- Just finished first grading period last Friday. Grades were submitted this morning and Progress Reports will be passed out on Friday.
- PowerSchool should be up and running tomorrow.
- Modernization project is underway. Ficus trees in front of school have been cut down and may be replaced with shrubs and seating/benches. Need donations and/or sponsors for new benches. There was a suggestion for alumni to provide them.
- Sprinklers are on at lunch to help grass grow and to discourage students from damaging it.
- Andrea Justus offered to participate in this project as part of beautification efforts.

Treasurer's Report - Barbara Meserve:

- Please review treasurer's report for full details. Pointer Association total funds on account = \$312,000. Non-earmarked (PA discretionary) funds = \$22,000. \$5,000 covers special events (e.g., Welcome Back Lunch, Teacher Appreciation Week, etc.) for the full school year, including administrative costs (e.g., insurance and taxes).

ASB Report – ASB President 2013-14 - Gianna Gibson

- The Blood Drive had 75 people.
- They had the Fall Sports Pep Rally
- Open House 10/3/13
- Started student petition in favor of stadium lights (but not to rent out to outside groups); gave petition to Mr. Becker.
- Opened up 28 senior parking spots
- Hung up banners
- Working on upcoming PSAT 10/16/13, College Night 10/17/13, Homecoming Game 11/8/13

VP of Programs – Renatte Adler:

- eScrip changes will drastically decrease revenue from \$15,000, potentially to less than one-fourth of that.
- The next round of Gifts & Grants funding is coming this fall. There will be just one funding round instead of the two in previous years.
- Gifts and Grants forms have been circulated to faculty and staff. They are due 11/8/13. Rebecca Mashburn said they can be submitted online or in hard copy form. Gifts and grants proposals will be for \$1,000 maximum.
- Teachers have been told that departments have to spend their funds from last spring's AAAs by 12/9/13.
- Proposals for this year's AAAs go out in March.
- Had \$90,000 in requests and \$30,000 was funded last year.
- There is a need for someone to coordinate and manage ideas for teacher wish lists.

VP of Community and School Relations – Andrea Justus:

- Nothing new to report.

Kickoff Results – Maria Gibson

- In 2012 there was income of \$12,600 from banner corporate sponsorships and class sponsorships.
- For 2013, the income is \$12,900.
- Eight constant sponsors did not want to continue so there are more people out asking for increased banners to be sold.
- Maria recommended that for the future, there needs to be one voice for the school.

- Snack Shack proceeds were \$2,600.
- There were 28 volunteers.

Directors' Reports:

Membership – Kevin O'Beirne (in place of Diane Sullivan)

- Kevin reported that current membership is \$17,000.
- Vicki Moats will add banner donations to next e-blast to thank donors.
- There was a discussion about how to make PA membership clear and available to people to increase membership.

Fundraising Strategies - Andrea Justus

- Tacy Armstrong shared that if people sign up for the Target Red Card, Target will donate to PLHS.
- John Murphy stated that people need to be informed about employer's matching funds. Also alumni can be approached for donations.

Gifts and Grants – Rebecca Mashburn

- Please see information under VP of Programs.

Boosters - Tacy Armstrong

- Nothing to report

Volunteer Programs - Tracy Moore Schoonmaker

- Tracy was not in attendance.

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

- Had phone conversation today with Correia to discuss joint facilities usage. Forming cluster committee to discuss usage. District owns the field. Would like to have lights with limited use. Negative aspect is that external organizations want to use lighted fields.
- Upcoming meeting with district and facilities people to discuss needs.
- Trying to figure out how to structure the usage and find common ground to make it work for all involved and the community.
- Meeting tomorrow at Dana re: same
- Alex Van Heuven spearheaded "Deposit Gift"/registry for specific donations for sports
- Tryouts on 11/16/13 for Winter Sports.

New Business, Roundtable & Announcements

There was no new business, roundtable or announcements.

Meeting adjourned at 7:17pm