

**PLHS Pointer Association  
November 18, 2013 Board Meeting  
Meeting Minutes**

**Respectfully Submitted by: Heather Lutz, 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, Heather Lutz, Andrea Justus, Alex Van Heuven, Jane Oliveira, Melisa Torres, Gianna Gibson, Maria Gibson, Rebecca Mashburn, Lynn Wade, Kimberly Daubner and Diane Sullivan

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

**Introductions and General Business - Kevin O'Beirne:**

- Insurance Policies Renewal – Over last month Kevin has been in conversations with insurance provider, Jim DeVito/Alcott Insurance, about consolidating all of the PLHSPA insurance policies – we have always had a General Liability policy and Directors & Officers policy. The current recommendation is that our replacement policy covers boosters for the liability portion. General liability policies do not cover injuries for participants – cheer believes they will keep their own separate liability policy for injuries (Maria asked that we check to be sure the new policy covers the participants at cheer camp). Baseball and Cheer boosters may be willing to participate in giving money to the PLHSPA to cover a portion of the new consolidated policy. Current Liability and Directors & Officers Policy costs: \$1,940. New policy has a total of \$2,151. It was noted District property (even if bought by the PLHSPA) is covered by the District/School insurance, not PLHSPA insurance.

**VOTE** – Motion to Approve - Kevin O'Beirne: To commit to these insurance policies in the amount of \$2,151.

Second to Motion to Approve - Barbara Meserve  
Vote – all in favor, none opposed, none abstained

**VOTE** – Approval of 10-14-13 Minutes

Motion to Approve – Kevin O'Beirne  
Second to Motion to Approve – Vicki Moats  
Vote – all in favor, none opposed, none abstained

- We will still hold the December 9<sup>th</sup> meeting, but will likely cancel the January meeting.

**Principal's Report – Hans Becker:**

- Grading period officially ends this Friday – grades will come out the following Friday.

- Wednesday (11/29/13) there will be another meeting regarding the facility improvement at 6:30 in the library - the EIR (Environmental Impact Report) will be out at that time
- Did not qualify as a district for the 21<sup>st</sup> century assets grant which funded programs like the Upper Level Club. It was a 5-year grant and we had this grant for 5 years but we are now in year 6. In order to qualify in the future for the 21<sup>st</sup> Century assets grant we need 3 letters of agreement from partners of Point Loma High School outlining their services/money support they have provided and this will allow us to possibly pursue the grant. These 3 letters are needed by December 4<sup>th</sup>. Please email Hans your ideas regarding these partners and he will follow up. We will try to qualify again next year as this grant was financially substantial and supported several programs.

#### **Treasurer's Report - Barbara Meserve:**

- Thanks to the Pointer Association from the Art Department – Mr. Wells
- We have \$292,000 in total funds that we are managing. Our PA discretionary fund is approximately \$35,000.  
Please review treasurer's report for full details.

#### **ASB Report – ASB President 2013-14 - Gianna Gibson**

- Homecoming game was successful (sold out) even as a day game.
- Homecoming dance sold over 500 tickets so there was good profit – The dance was nicely decorated (hired an entertainment company) and there was a lot of positive feedback –
- Future recommendations for Homecoming include: Keeping the game and dance on same day and an evening game with lights
- There will be a December pep rally
- Invited to a meeting by Mr. Spathas – regarding creating mutual solutions for lights and field use policy. Gianna stated she is pleased to be the voice of student body. This meeting will include people from the district including legal and facilities, community members, PLHSPA volunteers and Point Loma high school personnel.

#### **VP of Programs – Renatte Adler:**

- AAA's going well - \$30,000 allocated in May - Continue to convey to the staff AAA is not a wish list but are needs that teachers will buy right away
- Math, music, art has spent their money, P.E. has done well, English still needs to use their money and ..... theater needs to buy needs (insurance may replace stolen items but that will take time). The science department has not been using their funds – otherwise teachers have done a great job of going through their funds.
- Call for AAA will come out at the beginning of March
- \$12,000 for gifts and grants (combined the solicitations)

### **VP of Community and School Relations – Andrea Justus:**

- Nothing new to report.

### **Directors' Reports:**

#### **Membership –Diane Sullivan**

- \$18,000 fundraising to date in membership campaigns.

#### **Fundraising Strategies – Maria Gibson, Dinisa Valadao & Andrea Justus**

- Worried about losing funds from Vons eScrip therefore Maria has started working on a project (Donor Nations) with a possible opportunity for great growth - - Melisa Torres from DonorNation showed a video presentation and also answered questions regarding DonorNation and different possible activities that may be successful in raising funds for PLHSPA. Marketing this program will be a key to the success of the program.
- There will be doing a fundraising campaign with Deposit a Gift (DAG) specifically to support the AAAs. Hoping for December 10<sup>th</sup> launch as the committee will be looking at whatever did not get funded on December 9<sup>th</sup> through Gifts and Grants. The DAG site is already built and pre loaded
- Renatte gave an update on eScrip - Pat Baker has been and is running Escrip and she works hard on this. Her idea was do a postcard campaign and she sent out 800 cards asking for people to let her know if they did not want her to sign them up for eScrip. This effectively gave her permission to renew everyone. It is important to note if you charge your groceries there will be no return to the school through eScrip; one way to get around this is by buying a Von's gift card and use this card and eScrip will be funded or you can use cash or your debit card.
- It was mentioned that the PLHSPA would like to continue to brainstorm and get better about promoting/publicizing/marketing those businesses/organizations/families/individuals that are helping our school – such as posting on the marquee, etc.

#### **Gifts and Grants – Rebecca Mashburn**

- Meeting tomorrow night to review all gifts and grant applications. The committee will bring to the Board their recommendations December 9<sup>th</sup>. Thus far there are 19 requests totaling approximately \$19,580.

#### **Boosters - Tacy Armstrong**

- Thank you notes for the donated washing machine were handed off- the special day class was in need of a washing machine and it was provided by the Tepper Family
- Booster council meeting Thursday night 6:00 room 301 (usually 3<sup>rd</sup> Thursday of the month)

- On the football and band websites there are logos of the sponsors - this would be an off-line discussion to possibly put logos/sponsors on the Pointer Association website page
- Thank you for coordinating the restaurant fundraiser at The Habit on 11/17/13.
- Bulk mail is no longer available to us because we don't use it - we can get it back if we reapply, if a future need arises.
- New booster - surf team

**VOTE** - Motion to add a new Surf Booster - Maria Gibson  
 Second to Motion to Approve - Kimberly Daubner  
 Vote - all in favor, none opposed, none abstained

- There will be two Booster Directors, one for Arts the other for Athletics. Renatte Adler has offered to be the Booster Director for the arts.

**VOTE** - Motion to approve a new second Booster Director: Art Booster Director, Renatte Adler  
 Motion: Tacy Armstrong  
 Second to Motion to Approve - Andrea Justus  
 Vote - all in favor, none opposed, none abstained

**Volunteer Programs - Tracy Moore Schoonmaker (not in attendance)**

- AAA funds are buying microphones for PLHS
- College night was terrific - Thank you Laurie Benham, Jane Oliveira and Sarah Brandl
- New family night coming up on January 16, 2014

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

- Nothing to report

**Athletic Director - John Murphy and Alex Van Heuven**

- Thank you to everyone for all of their support
- Fall sports are coming to an end and all sports made it to CIF except one.
- Try outs started Saturday for girl's soccer and winter sports are starting. Excited about a lot of the teams.
- PLHS has a partnership with Under Armour is there will be an event on December 3 in the PAC (9:00 - 12:00). Under Armour will be selling a lot of gear at 30-45% off, it will be a really good sale. This is an opportunity to buy Under Armour at a discount.
- Surf team competed yesterday. The A team and B team both won - very competitive teams. Will be meeting with middle school to help shape their boosters as well. Correia surf team this year has 73 kids. Booster will help support the afternoon surf team (30 kids).

## **New Business, Roundtable & Announcements**

- Congratulations Scott Hopkins on your journalism award! Scott stated he will be donating his award winning picture to the school and he encourages other photos of school events to be placed around the school.
- Marching band has really been growing and has moved up in level and placed in the last tournaments. Drum line auditions were today (one third of the band auditioned). Color guard is growing and will be competing. Thanks to the PA for their support.

Meeting adjourned at 7:22pm