

**Point Loma High School – Pointer Association  
September 12, 2016 Board Meeting  
Meeting Minutes**

Respectfully Submitted by: Donna Schmidt, Secretary

**In Attendance:**

**PLHS PA Officers:**

Scott Deschenes, VP of External  
Tacy Armstrong, Incoming VP of Internal  
Tom Xitco, Treasurer  
Donna Schmidt, Secretary

**PA Board of Directors:**

Angelica Wilson, Arts Booster Director  
Julie Bass, Athletics Booster Director  
Tiffany DaSilva, Communications Director  
Vicki Moats, Assistant Communications Director  
Eleanor Snyder, Director of POP (Protect Our Pointers)

**PA Members:** Andrea Justus, Becky Rhea, Terri Webster (Assistant Treasurer), Jeanne Driscoll, Heather Lutz, Michelle Reynolds, Connie Tepper, Laurie Benham, Lucy Leonard, Heidi Mather, Gina Vargus, Kathee Weisenberg, Andrea Loewer, Diane Sullivan, Donna St. Clair,

**PLHS Representatives and PLHS Staff:** Principal Hans Becker, Athletic Director Alex Van Heuven, Amy Denney (Faculty Representative), Moorea Makis (President ASB) and Lexi Mercer (Treasurer ASB), Sarah Brandl (Counseling), Christina Fulcher (Performing Arts), Chrissy Pickett (ROTC)

**Call to Order:** Meeting called to order at 6:10p.m. It was noted that Brant Brockett, President of the PLHS Pointer Association, was out of town and unable to attend the meeting. Scott Deschenes, VP of External, presided.

**Introductions and General Business:** Attendees introduced themselves to the group.

**Vote into Office:** Scott Deschenes introduced Tacy Armstrong as nominee for Vice President, Internal (Officer of the Pointer Association and member of the Board of Directors) and Julie Bass as nominee for Athletics Booster Director (member of the Board of Directors) and asked for a vote. There was a **motion** by Angelica Wilson and seconded by Donna Schmidt to approve these nominations, effective immediately; it passed unanimously (all in favor, none opposed, none abstained). The following new Board of Director members for the Pointer Association were appointed:

1. Tacy Armstrong, Vice President, Internal
2. Julie Bass, Athletic Boosters Director

**Meeting Minutes:** The meeting minutes are uploaded to the digital filing cabinet. The vote

on the following meeting minutes was postponed until the next meeting of the Pointer Association on October 10, 2016 at 6:00 pm.

Meeting minutes of Special Meeting of PLHS PA, May 25, 2016

Meeting minutes of Board of Directors Meeting of PLHS PA, May 25, 2016

Meeting minutes of Board of Directors Meeting of PLHS PA, June 3, 2016

**Gifts & Grants Fund Discussion:** Reference to AAA (Arts, Athletics and Academics) in this context will no longer be used – rather it will be called Gifts & Grants which are funded from the Pointer Association based on requests from PLHS faculty and administration. These are typically requests for grants of \$1,000 or less. Once the budget is determined for 2016-17, a notification will be made and a request will be sent out to give every faculty and administrative staff member the opportunity to submit a Gifts & Grants request to the Pointer Association.

Heidi Mather who oversaw Gifts & Grants in last year explained how these requests were handled in the past, subgroups formed to review, and a review with Principal Becker to identify priorities and recommendations for funding. There were basically two rules: 1) ask the teachers and the Principal first about what is needed, giving all stakeholders the opportunity to submit and 2) distribute funds across programs. Over the past five years the PA has given gifts/grants totaling over \$200,000. It was noted that some programs receive funding from SDUSD and others do not, and this needs to be considered when requests are reviewed. Also timing was discussed as important as it relates to Fall and Spring “calls” for Gifts and Grants Funding – some Sports are not in season and may not be up and running to respond to a Fall Gift & Grant request. It was noted that Athletics Director Van Heuven can apply for a general Gift & Grant in behalf of Winter or Spring Sports.

The need for a new Chair for Gifts and Grants was discussed since Heidi Mather is no longer serving as the Chair of Gifts and Grants. Laurie Benham and Gina Vargus agreed to lead effort for 2016-17 and Heather Lutz volunteered to help/support. After discussion, the decision was made to wait until October until monies available for Gifts & Grants is determined by the PA. A notice will be put in the eBlast in the next week or so to get people to donate to raise funds for Gifts & Grants and then later when the amount of funding is determined, a notice to the PLHS faculty/staff to apply for Gifts and Grants.

**Pointer Priorities Discussion:** There was discussion about larger capital improvement projects or needs at PLHS that require funding beyond what is available through Gifts and Grants. The discussion suggested that these types of request should be reviewed and identified as Pointer Priorities and tied to specific fund raising efforts/annual giving to focus donations on a specific goal or need. Ideas that have been proposed to date, including those from 2015-16 and those from the recent Teacher Appreciation Lunch, include: Scantron Machine, Filtered Water Machines, Laminator (poster size), Coffee machine 1000 Bldg., Service Contract for Microscopes, Ice machine in Chem/Bio, Department Shirts, Large Periodic Chart, Alumni Museum as well as long-term capital projects -- new Gym Bleachers being one. It was noted that the new sound system for the Gym/Fitness Center was funded from a private donation and is no longer needed. Prior discussion/ideas on raising money for Gym Bleachers – via selling a piece of the bench or “plank owners” – was noted. It was decided that additional ideas for Pointer Priorities be solicited from the entire PLHS faculty and staff community and this list should be expanded and the reviewed to ensure Pointer Priorities serve the entire PLHS student population.

**Update of PLHS PA Bylaws, PA Procedures, Contacts (Web Pages):** The need to update the PLHS Pointer Association By-Laws was noted, to include a definition of what constitutes “members”. Also there is a need for all PA Chairs and Board of Directors to document via procedures their activities so that various projects and activities can be passed down to help onboard incoming Chairs/Directors. The PA web pages also need to be updated so that content is fresh there is current information including contacts.

**Reorganization and Rebranding Going Forward Plan:** An update was made on the reorganization and rebranding work that was undertaken in the Spring and has helped to create a framework and structure for the Pointer Association to communicate and operate more effectively and clarify roles and responsibilities. Many vacancies need to be filled in areas that include Fund Raising, Public Relations, Protect our Pointers, and Campus Facilities to accomplish the work ahead.

**Open Positions Remaining on Pointer Association:** New volunteers included Jeanne Driscoll who volunteered to serve as Community Outreach/Partners in Education Chair. Paula Cohen volunteered to assist Diane Sullivan with the Giving Campaign (Fund Raising). Kathee Weisenberg and Leigh Burdine volunteered to serve as Parent Activity Chairs for the Class of 2020. Becky Rhea is interested in serving in a PA role(s) and will explore roles and options with Tacy Armstrong and other PA members.

Other positions vacant and needing to be filled in 2016-17 include: Parliamentary Chair, Web Store Chair, Activities and Projects Director, Campus Facilities Director, Campus Improvement/Beautification Chair, Self-Help Projects Chair, Graduation Set-Up/Clean-Up Chair (Junior Class), Banner Hangers Chair, Fund Raising Director, Assistant Fund Raising Director, Annual Fundraising Party/Event Chair, Bite of Point Loma Chair for 2017, Public Relations Chair, Pointer Association Social Chair and Welcome/Social Event Chair, New Family & Freshman Parents Chair, Web Store Chair, Co-Director of Protect Our Pointers (POP), POP Funding Raising Chair, POP Public Relations Chair, and POP Social Media Chair.

### **Principal’s Report – Hans Becker**

- Beginning and opening of school for the 2016-17 year went well
- Sophomore class bigger than Freshman class this year
- Announced the new staff—including new counselors – new teachers, new vice principal, Mr. Brown. It was recommended that Principal Becker send out an announcement to the PLHS community to introduce the new members of PLHS.
- Jan Roberts, 9<sup>th</sup> grade English, was recognized and made it all the way to Top Ten of County Teacher of the Year; Glen Fisher first Friday Group performed at this event.
- HazMat team was on campus along with the Clean Act Board due to spraying the track with rubberized track materials. Neighbors had expressed concern about the smell, but there were no issues identified after the inspection and the field will open on Friday and Saturday (it will be striped next week)
- Paper drive and supplies are helping with budget.
- More rules are now in place regarding the use of ASB funds – more boosters may be needed
- Awarding the contract for lights for the PLHS field is scheduled at Board of Education meeting for Tuesday, September 13

**Library and San Diego Gulls as Fund Raising Partner:** Eleanor Snyder represented Lisa Cooper who is the PLHS Librarian and has requested to exclusively utilize San Diego Gulls game ticket sales for fund raising for the Library. Library fund raising efforts benefit all students since it provides funding for the Library and the purchase of new books. Discussion ensued that several of the Boosters in the Music programs have contacts with the Gulls and the Dance Team has been in negotiations to perform. It was noted that Performer have to pay to perform/be admitted to the games. It was determined that these efforts may continue but that money from ticket sales will go to Library.

A letter was written to the San Diego Gulls Fund Raising organization and signed by Principal Becker stating that “Effective April 2016, for general information of the Pointer Association including all Boosters... The sale of San Diego Gulls Tickets for fundraising purposes is exclusive to the PLHS Library. The Library plans to use the funds generated to purchase new books that are available to all PLHS students. The Pointer Association and its Booster Groups may not compete with Point Loma High School by contracting with the San Diego Gulls for a like fundraiser”. The letter was presented by Eleanor Snyder on behalf of Lisa Cooper and Hans Becker to be entered in to the Pointer Association minutes as of 9/12/2016.

### **Treasurer’s Report – Tom Xitco**

- The financial reports as of August 31, 2016 were presented. The PA has \$67,000 in funds – some of this money is earmarked. Terri Webster, Tacy Armstrong and Tom Xitco will review earmarked funds including the scoreboard and sound system for the football field.
- Discussion was held regarding monies held in trust for Class accounts dating back to 1943. Scott Deschenes will connect Kim Jessop-Moore regarding class monies to determine if there is a path or possibility for some of these monies to be donated to the Pointer Association.
- Andrea Justus reported that the Bite of Point Loma raffle monies raised in Spring of 2016 netted a fair amount. An agreement was reached and approved earlier by the Pointer Association that POP could coordinate this raffle and utilize up to \$2,000 of this money to support POP programs. A **motion** was made by Heidi Mather and seconded by Alex Van Heuven to approve the transfer of \$2,000.00 into the POP Account. It passed unanimously (all in favor, none opposed, none abstained). It was stated that as in the past, a decision and vote by the Pointer Association will be made on which Booster or Program gets to coordinate the raffle and receive raffle proceed money in future years.

### **Vice President of External Report – Scott Deschenes**

- Identified the need for volunteers to support Fund Raising and Public Relations initiatives.

## **Vice President of Internal Report – Tacy Armstrong**

- Transitioning with Julie Bass as incoming Athletic Booster Director. Booster-wide meeting on Sunday, September 18 at 4:30 p.m. at the home of Andrea Justus.
- Need to hand off the Pointer Association role of checking and distributing mail at the mailing address as well as at the Pointer Association mailbox in the office at PLHS. Many Boosters use the mailbox and others use their home addresses. Connie Tepper volunteer to pick up mail and distribute it, and she was given the PA mailbox key.
- Disneyland tickets – again this year the first Booster requesting tickets gets the tickets (one set of tickets per non-profit number) and then others cannot get Disneyland tickets for their fund raiser. This became a heated conversation and it was noted that in past years until recently that Band always got these tickets. It was noted that the Pointer Association holds the non-profit the 501c3 non-profit status and should have oversight on who gets these tickets, valued at \$400. Boosters should not be competing for the tickets and it was agreed that Tacy as the VP of Internal should discuss and resolve this among the Boosters at the upcoming meeting and report back to the Pointer Association.

## **ASB Report – Moorea Makis, ASB President for 2016-17**

- Attended the meeting, but left the meeting before she was called to report

### **Director & Chair Reports**

#### **Athletic Boosters Director – Julie Bass**

- No report at this time

#### **Arts Boosters Director– Angelica Wilson**

- Visual Arts meeting in 203 at 6 pm on Thursday
- Performance Guild meeting at 6 pm on Wednesday
- Guitar needing a coach to work with students once a week – guitar looking for funding for Glen Fisher (First Friday Club) to work with them
- New band director – Mr. Sepulvado left to go to Cuyamaca college and the new Band Director is Ms. Mattison (from La Costa Canyon) joins beginning this year
- Fund raising – band is having their first fund raiser – “Rehearsa-thon” which is a 10-hour rehearsal on Saturday on the football field

#### **Giving Campaign Chair – Diane Sullivan**

- Diane Sullivan report money was received from PLHS donors during Treasurer’s report

#### **Volunteer Programs Chair – Upcoming Activities – Laura Verhees**

- Not Present

## **Alumni Association Director– Kim Jessop-Moore**

- Not Present

## **Protect Our Pointers Director – Eleanor Snyder**

- Eleanor Snyder gave an overview of the role of Protect Out Pointers which funds and provides a certified athletic trainer who specializes in sports medicine and is a health care professional. The cost is greater than 15K per year and recent funding from SDUSD is now providing partial funding which reduces POP funding. Athletes visit the trainer at the clinic each year over 4000 times. All kids can visit the head trainer outside of athletics if they have an injury. The trainer is on site for all high contact/collision sports. PLHS offers more sports than any other high school. POP is trying different things / flyers to get people aware of POP. Eleanor identified the need for parents to volunteer for POP.

## **Athletic Director – Alex Van Heuven**

- Track under construction and will be done on Friday. Used to have a 440 yard track and will be a 400 meter track to meet specs for the track like those at other high schools. Field sports moved to accommodate track construction.
- The District is funding Lacrosse and golf and they have increased funding for tennis and badminton and aquatics. She identified that coaches get paid in units and that every sport is under-funded –even more costly if you make the playoffs.
- Clearance process went well on-line.
- Presented on unity events last week at CIF Symposium to get other schools to do them.
- Now called 6<sup>th</sup> period athletics.
- Homecoming game will be on October 28<sup>th</sup>.
- New Fighting Pointers Instagram account. New athletics website will be launched – own site and will be synced with CIF and results will come in and be turned into a news article. Sports went to power rankings – a new way to league everyone – power rank determines league when you win or lose a game depending on competition ranking – get assigned certain points. Leagues are now determined based on power rankings rather than geographic or enrollment. All sports impacted... Power rankings determine if you get into playoffs.

## **Sarah Brandl – Head Counselor**

- Thursday, October 27 is college night – Counseling coordinates the event and the PA helps host the event.
- Coffee with Counselors is coming up – Thursday, 9/22.
- Freshman 101 before Open House on October 6.
- The Counseling Office has two new counselors.
- Grade level nights will be held for parents and students.

## **Christina Fulcher – Performing Arts Director**

- The sound system for the PAC was delivered – working with CCTE on vendor selection
- New Fall show coming up – Dining Room and will be using the new sound system.
- Auditions coming up for Fall Dance Team and National Comedy Theatre.
- Performances planned include Sweet Charity, dance company winter show and the end of year show again this year will be Coffee House.

## **Faculty Representative – Amy Denney**

- Attended, but left before this item was called on the agenda

## **New Business / Roundtable / Announcements**

- Princeton alumni group – solicitation dates in October – Heather Reins is point of contact for Princeton Review. Test prep via Princeton Review. Noted that these events are important to all students, but noted that many athletes are looking for scholarships for college to get “ride”. Other partners in arena – “College Bound Pointers”: Princeton Review, Write it Right, Reality Changers. All students welcome – not too early with freshman/sophomore students.
- A question about the location of the bell schedule (advisory, classic or early out schedule) and the calendar dates for early out days was asked and it was noted that there is a link to the Bell Schedule on the PLHS webpage – About Us / Bell Schedule / For a color coded copy of the Bell Schedule Calendar please use [this link](#).

**Point of Order:** It was noted that in regard to the Charles Schwab account 7144-4830, the Pointer Association hereby approves Tom Xitco to be the authorized individual on this account and also authorizes the listing of Brant Brockett as an additional authorized individual. Tom Xitco is the Pointer Association principal contact to Charles Schwab.

**Change in PA Agenda:** It was agreed that for future meetings the Pointer Association Agenda will be changed to put PLHS Representative first on the agenda to present (after basic business is conducted) and then the PA Officer and Directors Reports to follow.

**Adjournment:** The meeting adjourned at 8:03 p.m.

## **Upcoming Pointer Association Meetings (held in PLHS Library), 2<sup>nd</sup> Monday of each month:**

Monday, October 10, 2016, 6:00 p.m.	Monday, March 13, 2017, 6:00 p.m.
Monday, November 14, 2016, 6:00 p.m.	Monday, April 10, 2017, 6:00 p.m.
Monday, December 12, 2016, 6:00 p.m.	Monday, May 8, 2017, 6:00 p.m.
Monday, January 9, 2017, 6:00 p.m.	Monday, June 10, 2017, 6:00 p.m.
Monday, February 13, 2017, 6:00 p.m.	