



Meeting Minutes – Wednesday, 09/14/2011

Attendance: Approximately 65 people

The meeting was run by Christine Lee and Leigh Brown.

Speaker: Christine Lee

Welcome to the new school year!

Before we start, Ms. Rachel Bindman asked to speak about our local branch of the Los Angeles Public Library. Here is Ms. Rachel Bindman.

Speaker: Ms. Rachel Bindman – Librarian

Ms. Rachel Bindman is a Librarian at the Venice-Abbott Kinney Memorial Branch of the Los Angeles Public Library. She had several handouts for events at the local library for the next month.

The library has a Facebook page.

There is an Open House at the library on October 10th, 2011.

Speaker: Christine Lee

She is introducing herself and then introduces each of the Board Members of the Booster Club.

- Christine Lee and Leigh Brown – Co-President
- Carol Magness-Cooper and Sally Nowak – Co-Vice President
- Joy Mashaal – Treasurer
- Jim Domino - Secretary

Information about the school is available on cdaelementary.org.

She then talked about the first year of the booster club and thanked Nathalie Brouwer and others for starting the Booster Club.

She then thanked last years Board including Natalie Zimmerman, Leigh, Joy and others.



Melissa Cherry is now room parent coordinator taking over from Sarah Oord.

She also thanked the families who helped last year!

She announced that this is the 10 year anniversary of Booster Club!

Nathalie Brouwer was identified as the first Booster Club President and was thanked. She also mentioned that the first year of the Booster Club raised about \$20,000 for truly “extra” expenses.

Christine then talked about what we now raise money for:

- Librarian...
- Technology... smart boards...
- Support admin materials
- Teacher’s Aides
- Lots of other things that were considered normal expenses of the school system.

Christine then talked about signup sheets and highlighted a few important tasks:

1. We need someone to help in the front office... (esp. mondays 8 to 9:30 am)
2. We need someone in parking lot

Aside... Principal Andrew Jenkins

Andrew Jenkins mentioned the importance of this task. He said that he is currently doing the task. (He almost likes it because he gets to see who is late... Laughter...)

He then mentioned the following points:

1. The students need to be here by 8:15am.
2. If they are not, they are missing important instructional content
3. Coming into the classroom late can throw the teacher off

He then mentioned the issue of parking in the school’s main parking lot. He is trying to enforce a “Staff Only” section of the parking lot. He noted that all other Venice schools don't allow parents and others to park in their lots--just staff.

He then recommends that we “tell your friends about the parking lot.”



He then mentioned that we would like another parent volunteer to help with parking and drop-off even on Andrew's side.

He also offered that we can have multiple people take on the role. Examples? Take Monday, Wednesday, and Friday where someone else would take other days.

Christine then re-introduced Carol Magness-Cooper, the Vice-President.

Speaker: Carol Magness-Cooper

She said that she really appreciated the new parents coming to the meeting—especially when many of them asked what they could bring!

She asked if more people could RSVP for the child card.

She then talked about the school planners. This year's planners have a blue owl where last year's were green. She mentioned that they have a list of the committee heads, other booster club people and even a message from the Principal. They also have all of the school holidays and events. Or... when you get your weekly email, you can enter the event in the planner.

The planners are \$20 a piece and she will have them on Monday morning assembly.

She finished by saying "Thank you and welcome!"

Christine then introduced Sally Nowak—the co-Vice President.

Speaker: Sally Nowak – Co-Vice President

She said she was in charge of networking this year. She mentioned the following points:

- Every month on the first Thursday
- It will look better this year
- It will look like a real flyer
- It will have vendors that donate to the school.
- That this helps generate a little more money for the school

She then mentioned that she needs help with Business Outreach and mentioned the following points:

- Businesses on Abbott kinney, etc. - there are business out there that want to help. need someone to initially reach out to them.



- If you know of any restaurants or shop owners that are interested, help get us in contact with them.
- If you find someone interested, just email Sally with their name and email.

Aside: Joy Mashaal

About \$1,400 was raised by the monthly Newsletter last year.

Continuing - Sally Nowak (Continuing)

Be sure to open the networking email! There are great things in there.

Speaker: Joy Mashaal - Treasurer

She mentioned that fundraisers raised \$244k last year. If you exclude grants, this is a lot more from the previous year. (There were a number of grants in the previous years.)

She made reference to a hand-out that had the total raised by each significant event the previous year.

She then asked everyone to find a fundraiser that interests you and sign up!

Christine then introduced Daniela Eggleston who is the head of the Annual Giving Committee

Speaker: Daniela Eggleston – Head of Annual Giving

She mentioned that Dorothy was her second in command. (?)

She then said that we should not underestimate how much the school needs to raise.

We know not everyone can give, please pass the word to give anything you can.

Last year was the first phone-a-thon was very successful.

Aside: Joy Mashaal

Joy pointed out that Annual Giving made \$100k all by itself.



Aside: Natalie Zimmerman

Natalie said "Please give right away otherwise an abnoxious parent will be calling you!"

Continuing - Daniela Eggleston

To the extent that people can give, we need to try to get them to give.

Aside: Leigh Brown

She mentioned that we have a monthly giving option.

Even giving \$10 per month can make a huge difference!

If anyone can help, please join in.

Speaker: Christine Lee

Christine mentioned a the Back to School Night event.

This is an "adult only night" to visit the school and meet teachers and see your children's classroom.

She also mentioned that there is a single business tie-in: Holy-Alioli, a gourmet food truck, will be there.

Aside: Leigh Brown

Leigh rejoiced by saying "Parents don't need to sell pizza!!!"

She also mentioned that the food is very good!

Speaker: Christine Lee

Christine then highlighted another big fundraiser.

Instead of the Holiday Bazaar, this year will will have a Halloween Fall Festival on Saturday, October 29th starting at 11:00 am and ending at 4:00 pm.

She also mentioned these points:

- Germ-free apple bobbing



- Classes will have booths
- Bake sale
- We will sell tickets
- We have people to do all of the pieces—just need a lead to coordinate the whole event. (Just need an organized person...)

At that point, Dorothy Measer offered to do the job!!!

(Cheers!!!)

Christine also mentioned the Lady's Lunch. The tickets are \$50 per person and all proceeds go directly to the school. It will be held at Sarah Oord's house. Yes—the lunch is the same day as Abbott Kinney Festival... But the AK is all day.

Christine then said it was a great way to get to know other people.

Christine then introduced Stacy Foxen, head of our Physical Education Program.

Speaker: Stacy Foxen – Head of the P.E. Program

Stacy introduced herself and mentioned that she is a P.E. instructor.

She is looking for one (1) volunteer for each class.

She mentioned that they tend to bring out entire grade level and then divide into separate classes.

She was asking for volunteers:

- only 45 minutes
- really fun time to be outside with the kids
- Not a year long commitment. You can do 2 month, 3 month, etc.

She then sketched out the schedule for each of the grades. (Example? Wednesday is Kindergarten.)

She then mentioned some of the times that may already have volunteers. (Example? Ms. North's class.)

She mentioned the typical divisions per grade:

- K, and PK - Divide into 4 groups



- 1st grade - four classes
- Rest of classes (2 to 5) - break into 3 groups.

She just needs another adult. (To help kids that fall down, need bathroom, etc.)

She just needs their name, phone and email address.

Also... You can do a class that isn't yours!

Finally... She mentioned that it seems like we are missing older grades—like the 5th grade. (Note... She really needs 5th grade volunteers in Spring to help with grade-level evaluations.)

Speaker: Christine Lee

Christine mentioned the Book Fair run by Renee Dewire. (Renee wasn't here.)

She mentioned the following points:

Kids love it

Buy books for teachers.

We get Scholastic Points that can be used to buy SMART Boards, books, etc.

Aside: Natalie Zimmerman

She just wanted to mention the importance of matching gifts for annual giving.

If you work for a bigger company, check with your company. (Pain for Joy, but can really help the school!)

When you get some flyers for Annual Giving, please check the box if your company might match.

Christine then introduced Julia Morgan.

Speaker: Julia Morgan – Campus Greening

Julia talked about the events of last Saturday, 9/11/2011.

“We gardened. We beautified!”



She then gave a summary of what was done:

- Auditorium painted
- CAA volunteered
- Had volunteer's from other groups [Sorry... I didn't get their names.]
- All benches painted
- Mural painted (soil microbiology)
- Created planter beds (for garden teacher working with 10 different classes on Mondays)
- Got a lot done!

She then said the next thing is to maintain what we have!

For example, she needs help with watering. (She offered very flexible hours. :-))

Please get in touch.

She also mentioned that they meet every Wednesday to talk about what needs to be done. If you can't make it to a Wednesday meeting, please contact her.

Speaker: Christine Lee

She mentioned that pictures of the 9/11 event were on the school's Facebook web pages.

Christine then mentioned the Gift Wrap fund raiser was starting. This event is run by Amy Walters. (Amy wasn't here today.)

She then introduced Shanon Drayton, head of the Junior Green Team.

Speaker: Shanon Drayton – Junior Green Team

She doesn't have much new to announce.

She did make the following points:

- We do recycle on campus
- The City picks up on Monday



- We always need help getting blue bins out. (LAUSD doesn't do it)
- Please roll it out on Friday afternoon, if you don't see the recycling bins on Garfield.
- There is a big white bin for cardboard and paper—but it frequently doesn't get picked up right. We need to make sure the big white bins are picked up correctly!

She also said that the Junior Green Team needs help. They typically meet on Fridays at lunch. They present to the Monday Morning Assembly on Monday's.

She also made other notes:

Monday's - She is willing to announce other events for other groups. (She said she "loves to hear herself talk" but will hand off microphone if needed.)

Batteries - We don't get any money. The Battery "bin" is gone right now because Victor Papke is helping drop it off. This is just a community courtesy. The school doesn't get any money.

Cafeteria food - She said that LAUSD feeds something like 600,000 people each day. (Largest feeding company in the world?)

She also talked briefly about salad bars for kids. They don't work. The kids aren't eating salad's. While it looks like it is a lot better this year, there is still too much waste for salad bar.

She also mentioned some ideas for this year: One of them was to have each class come up on Monday's?

Other notes... Kids are trained on throwing away the paper trays. (Very good!)

If you have any questions or ideas, she said to see the web site.

Aside: Audience Question

Could kids dump food in a compost bin?

Shanon answered that the kids are not good at get rid of plastic baggies. (It's hard to train the 400 kids to do it!) If they don't separate the wrap from the food, it gets to be a big job to clean up the compost bins.

She also admitted that this is something to think about more. ("We can try that again!") Example? Could have smaller bins and dump into larger one? Or use stickers if they do it correctly?

Shanon also mentioned that zero waste lunches will be a big push this year. (Too many little plastic trays and stuff are served in the cafeteria.)



Aside: Audience Question

What about biking to school?

Someone mentioned the usefulness of the Bike on Wednesday's "competition" that we used to have a few years ago. (Win a prize for biking the most?)

(There was general agreement in audience.)

If someone wants to head up that, we can do it.

Lia mentioned that she can help with that—if someone can do the parking lot, Lia can do the bike thing.

Julia Morgan mentioned a walk to school day in October.

Shanon also mentioned that someone will be visiting the school about Recycling on 9/25.

Continuing - Shanon Drayton

She said that her goals are to be anti-plastic bottles, remind everyone that tap water is ok and to do away with plastic bags.

She then said "thank you!" (applause)

Christine then introduced Kate Rocky, head of the Grocery Club Cards Fundraiser.

Speaker: Kate Rocky - Grocery Cards

She introduced the topic by saying that when you sign up your Ralphs/Pavilions/Vons cards, whenever you use them, a portion goes to school.

She was concerned about trying to successfully reach everyone in the school to sign up their cards.

She is thinking of doing a contest this year. A "whoever signs up the most number of cards in a classroom" type contest.

She also mentioned these items:

- Everyone has to re-sign up!!!!
- You need to go to their web site and do the "renew" button.
- She will create leaflets, backpacks messages to try to reach people.



- She talked about her experiments last year to get people to sign up by having a computer at various events at the school. She said that it doesn't really work very well.
- For Vons, just give her your number and she can sign up.

Aide: Natalie Brouwer

Natalie mentioned that you can tell who you signed up for by looking at the bottom of your receipt...

She also mentioned that you can go door-to-door and get your whole block of neighbors to sign up. They don't have to be a parent of the school. Have room parents keep a check list?

Aide: Joy Mashaal

Joy mentioned that Vons is through eScript and that you can sign up your credit cards too: Visa, Mastercard, Macy's, etc.

Joy also mentioned that last year it made \$2,800. The previous year made \$4,000.

Continuing - Kate Rocky

She speculated that we need to brainstorm another way to improve this process.

Shanon Drayton then said that she would help. She's thinking that it is a "word of mouth thing." She also suggested that everyone should sign up when they leave tonight. and then ask everyone else at school!

Christine then introduced Jill Vercos.

Speaker: Jill Vercos – ScreaminDailyDeals.com

Jill started by asking everyone if they have heard of Groupon.com. She then said that she signed the school up for a very similar service called screamingdailydeals.com.

- It is just like Groupon, just that a percent goes to school.
- Every classroom that signs up 80% of the families gets a gift card to the classroom.
- Please look for the flyers coming home.



- She thinks it gives 10% of the proceeds. (She said to please not quote her on this. She will send mass email.)
- They do region deals as well as larger ones. (other counties)
- They do have lots of amazing deals.
- She thinks the deals seem more local

Aside: Misha [Sorry... I missed her name]

Misha made a suggestion for a change jar. Like having the parking person with a little jar? (lots of laughter!!!)

Aside: Lia Lopez

Lia mentioned that when she was a child, they sold popcycles after school. (healthy ones) Can the school do that?

Christine Lee agreed.

Natalie Zimmerman said that we need someone to run it!

Melissa Stone said that she can help. [Did I hear it correctly?]

Christine Lee then introduced Sheeva Lapeyre, head of the Restaurant Fundraisers.

Speaker: Sheeva Lapeyre – Head of Restaurant Fundraisers

She started by asking “So you got to eat? Right?”

She then said that we do about 1 a month.

Aside: Joy Mashaal

Joy said that we raised close to \$4k last year on Restaurant Fund Raisers.

Continuing - Sheeva Lapeyre

She said this is a good opportunity to go out with your family.



The next restaurant fundraiser is on 9/28 at the Souplantation at Howard Hughes. She also mentioned that there was no school the next day. "You can go to movie!"

Leigh Brown mentioned that you must bring your flyer!

Sheeva said the flyers will be going out soon.

Sheeva also commented that these fundraisers are good opportunities to meet/talk with other parents.

Shanon Drayton agreed and said "It was great last year!"

Sheeva pointed out that there are a few rules. You can't always hand them out to other people at the restaurant.

She also said that she would try to find some fun restaurants.

Lia Lopez said she didn't have any problem giving those out to people in parking lot!

Sheeva ended by saying that if you didn't get a receipt for annual giving for last year, please contact her.

Christine introduced Jody—who ran (and made?) the CdA T-Shirts for the last several years.

Speaker: Jody Curtin – Retiring as head of Merchandising

Jody started by saying the old phrase—"Buy low, sell high!"

She then commented that her main focus over the years was T-shirts. But this year, she can sell anything. She notes that the donor can get an IRS Deduction for giving stuff.

She also mentioned that she is retiring from the T-shirt making portion and has handed that process off to Dorothy's husband, David.

She reiterated that she is always open to other things to sell to parents.

She also mentioned that we need people to help David make the t-shirts.

She also mentioned that she is retiring this year. She made about \$5k last year on one facit. (Abbott Kinney?) She also mentioned that her company is doing a new web site and will do a 100% donation for anything sold on the site. She is looking for any stuff on her new web site. (jewelry, clothing, cool stuff, etc.)

She said she will hand deliver the merchandise. She then said if anyone has anything to donate to sell, contact her. (coffee cups, etc.)



She will pass the sign up sheet.

Aside: Joy Mashaal

Joy commented that Jody made about \$11,000 last year. She then said to please help her out.

Speaker: Principal Andrew Jenkins

He started by saying "Hi everybody!"

He then announced that Elizabeth Hernandez is being reduced. Her last day is in about a week. He then mentioned that she revitalized the office. She knows how to do everything or knows who to call. Even better? She speaks Spanish. (Very helpful!)

Why is she being reduced? LIFO. (Last In First Out)

In addition, he mentioned that Mary Beth, our librarian, has been reduced too. However... Andrew has a unique opportunity to get her back. She will still be working in the library. ("Goddess that she is!" She's "really are a gem!")

He then mentioned several people who are teacher's aides this year. [Note... Sorry... I couldn't keep up with him...]

He also mentioned that he is looking for someone for 5th grade.

Because of class sizes in 4th and 5th grades, he is trying to make sure there is always two adults in each classroom. (He mentioned that Ms. Macavoy is available.)

He also announced that we are about four (4) students shy of growing a new classroom for 4th and 5th grades. He then mentioned that he may have a family or two that might be coming to the school.

He also mentioned (humorously) that we don't need anymore K students!

In terms of 4/5th, he said if we don't grow a class, he is trying to come up with a plan to help. (Trying to move schedule around for dance, theatre, etc.?)

Other announcements:

- PS-Arts starts October 3rd.
- Ms. Kronon [sorry...] back on Tuesdays.
- He is working to address student (and parent) needs.



- Ms. Fielding and Ms. Lee's SMART Boards will be installed next week.
- Other teachers have expressed interest in SMART Boards.
- Everyone (staff) is a lot more used to everyone. Things are much smoother this year.
- Ms. Travethan, who was a teacher at our school last year, is doing fine at a new school. (Higher grade—her preference too.)
- He also expressed that Melissa Cherry's mentor program is going to help.

He then asked if there was an interested party to represent our school at special LAUSD meetings. October 4th is the first meeting.

He then talked about attendance at our school.

Apparently, our school is on a "list" for schools with poor attendance. Last year, the new Superintendent of our region has set goals that effectively **require 7 absences or less per student**.

Note... At our school, attendance doesn't appear to impact achievement... But it is impacting the Districts loss of revenue.

He said "I can't encourage you enough to talk with your parent friends about it!"

He has developed a new set of incentives to help. For example, was thinking of offering them a free mad science class. He is still doing trophies this year.

Someone asked about doing a Lunch with the Principal.

People in the audience asked for clarification of a "66%" number. This person asked if he could announce this number's current value each each month.

Julia Morgan asked "what are these numbers?"

Mr. Jenkins noted that December, March, and April are the worst. In other words, days around the Holidays.

He asked us to please schedule vacations during school vacations and try to keep the children in school as much as possible.

Natalie mentioned having the teachers talk with parents about this issue at the Back to School night in terms of "vacation planning".

Natalie Brouwer mentioned that about \$32 dollars are lost per kids per day. She then asked if they miss a day, send home a note asking for the money? (laughter...)



Someone else mentioned that other schools (Charters?) definitely remind kids.

Andrew then mentioned that if these ideas don't get us off the "list", there will be consequences. The worst is that our school will be forced to "hire" a counselor to help improve attendance. This means that approximately \$66,000 of our school's budget will have to be spent on this counselor instead of other programs and resources.

He said that he doesn't want to use the money this way. We were excused this year only because of the lateness of the program start last year.

But if attendance doesn't improve, we may need to do this next year!

Note... He mentioned that illness aren't the issue. For our school, ski vacations are the issue.

He ended the topic by saying "please think about this and try to fix this and move on to academics."

Aside: Question from Audience...

[Sorry... This person had three ideas—but I was only able to record one...]

Department of Water and Power? Can we make power on our roof?

Shanon Drayton answered by saying that we already checked and that there was too little space on our roof.

Christine then introduced Melissa Cherry, head of our new Host Family program.

Speaker: Melissa Cherry – Head of Host Family Program

She started by saying that the goal of the program is to welcome new kindergarten, 1st and Pre-Kindergarten families.

Currently she has about 40 volunteers--but have 100 new families!

She said that it is very easy. It's just about saying "Hi" and answering questions. She also said that this helps community building and makes you feel good!

She needs about 60 more people!

If you have any questions, please contact her.

Christine then introduced Kim Murray, the co-head of the Yearbook Committee.

Speaker: Kim Murray – Co-head of the Yearbook Committee



She started by saying that the Yearbook committee needs a lot of help this year. She then mentioned a list of things that are really needed:

- Need a new printer [A company that will print and bind our yearbooks]
- Need photographers “Just go to the class when they are doing an event!” She mentioned that she wants to have people do this throughout the year.
- Need people at events to take pictures.
- Need people that can do ad designs. (“Don't need a lot of skill... just need basic programs.”)
- Need parent to collect portraits (drawings) for the 5th grade.
Need people to collect poetry and other stuff for 5th grade classes.
Natalie Zimmerman and Nancy Summerfield said they would help with this.
- Need people to focus on ads for parents.
- Need to spread word about the yearbook deadlines.
- Need a new printer. (Kinko's right now... Want a different printer though. Was very disappointed with last year's results.)
- Need people to call businesses

Christine then introduced John Hamilton—who has a few announcements about a YMCA program.

Speaker: John Hamilton

He first wanted to address the Kindergarten and 1st grade parents at YMCA.

His message was simple:

- Indian Guides!
- It's a blast!
- 3 times a year!
- Do camping trips!
- Pine wood derby, all that kind of stuff.
- Have slips!



He then mentioned that Indian Guides is a real "50's type" organization.

He also mentioned that there is a Free Pancake Breakfast this Saturday!

Speaker: Christine Lee

Christine Lee mentioned Mary Beth and asked people to please sign up for the library committee! "Have lots of fun. Choose your own time!"

Then, Christine then introduced our co-head of the Grant Writing Committee.

Speaker: Melissa Susman – Co-Head of Grant Writing

Melissa introduced herself and mentioned the goal of the Grant Writing committee--Trying to get money from Corporate and private foundations.

Historically, Coeur d'Alene has a decent track records of getting grants.

However... Coeur d'Alene Elementary has changed its demographics and now it is more difficult.

She is looking for PE, arts, technology, literacy, science and math grants.

Her husband [Kevin] and she have been working with Andrew to find grants.

They are also trying to find money for things that used to be "extras" but are now essentials.

She asked if anyone has experience in grant writing, research, please contact her.

She has worked in this industry and can help people learn and help.

She is on campus every day. Please feel free to come up and talk with her!

Speaker: Christine Lee

That's a wrap!



Appendix... Handouts

Handout from Joy Mashaal

Sept 14, 2011 Booster Club Meeting

2009-10 VS. 2010-11	2009-10	2011-12
Total Raised from Fundraisers	\$ 194,484	\$ 244,082
Total Raised from Grants & Corporate (incl. Parent beautification donations)	\$ 67,750	\$ 13,800
Total Raised	\$ 262,234	\$ 257,882

Totals Raised by Fundraiser	2009-10	2010-11
Annual Giving (includes smartboard donations)	84,604	100,280
T-shirt sales (& other apparel)	5,018	11,278
Ladies lunch	N/A	1,815
Innisbrook	6,719	5,254
Jogathon	8,678	7,630
Art Fundraiser	N/A	3,801
Wreaths	N/A	827
Halloween Carnival	N/A	3,070
Restaurant Fundraisers	1,081	3,673
Bake Sales	N/A	2,442
Clippers Tickets	560	525
Holiday Bazaar Vendors & food trucks	3,880	4,307
Holiday Bazaar wristbands/raffle	3,338	3,526
Holiday Bazaar - Total	7,218	7,833
Holiday Class Baskets	4,504	4,772
Grocery/Credit Cards	4,047	2,810
Networking Donations	425	1,398
Library Donations	821	942
CDA Daily Planners	N/A	387
Entertainment books	N/A	282
Sweatshirt sales	1,145	1,105
Chocolate sale	4,258	4,507
After-school theater program donation	1,438	2,654
PE Dinner Fundraiser	5,935	N/A
After-school PE & Pilates	N/A	2,066
50/50 Raffle	N/A	1,243
Armchair Auction	6,180	14,000
Spring Fling	12,844	16,901
Silent Auction	29,180	25,356
Boingo Brunch	N/A	3,865
Yearbook Total	9,830	8,079
Dads' March Madness BBQ	N/A	3,250
Father/Daughter Dance	N/A	2,229
Bicycles & Popsicles	N/A	409
Stand Up Paddle	N/A	600
Fundraisers Total	\$ 194,484	\$ 245,282