

DESEF Meeting Minutes

September 14, 2018

Meeting called to order at 9.05 A.M.

Board Members present: Laura DiGiovanni, Eric Pinkela, Joanna Hunt, Christina Edwall, Elise August, Jenny Kunz, Lauren Shimek Julie Windham, Erin Raleigh, Traci Varanini, Wendy Lee, Curtis Haar

Committee Members and guests present: Candace Lopes, Deepti Pal

DESEF President (Laura DiGiovanni) acknowledged that quorum established.

Eric Pinkela motioned to approve the May 11, 2018 meeting minutes. Traci Varanini seconded. Motioned carried and May 11, 2018 meeting minutes reviewed into record without changes.

Nomination and welcome of new board/committee members

Traci Varanini motioned to approve Julie Windham as the DESEF Teacher Representative for 2018-2019. Erin Raleigh seconded. Motion carries.

President's Report (Laura DiGiovanni)

- Welcome to Kiley Dinis and Nicole Brandow who have agreed to take on Buy in Parties for our Auction
- Laura reviewed the positions/roles for this year. We need 9 board positions present for quorum.
- Laura reminded us to keep information confidential-especially as it pertains to donations, etc.
- Laura stated that any conflicts of interest need to be stated and the member will be recused and note in the minutes per our by-laws. Traci Varanini is the only member with a conflict of interest as she is a District employee.
- Please save receipts for reimbursements, give to Laura and fill out reimbursement form that is found online.
- Communications update: Christina Edwall is new communications chair. Please reach out to her or Eric for any changes or reminders on communication. We can make any changes to website if necessary. Please send any flyers or communications to Eric to send to Curtis. WDparents.com is the website that takes us to the DESEF website. We are looking to change the domain (program.wdparents.com) i.e. auction.wdparents.com. DESEF.wdparents.com is new domain. We have an Instagram

account- @WDDSEF. Helen Town is the communications person for PTA and weekly newsletter. Please plan ahead to get info to Eric/Christina in advance to give to her— Friday before the Thursday you would like it to run.

- Annual Fund Drive Update: see attached spreadsheet. 2018 had more total donations than 2017 for a total of \$93,465 and an average of \$323.40 per donation. Average donation per student is \$166 - up from \$154 in 2017. Participation is 51% - up from 46% than last year. We have a decrease in school population at 563 from 605 from last year. Our goal was \$105,000. If we had had 233 full donations we would have reached our goal or 319 (average) partials. In the last 4 years, we hit about 93K each year except 2016 (\$115K). 2016 was the first year we went online. We are likely to have a 13k deficit. We are hoping to make that up with auction and matching funds. Any shortfall is for the following year. We are covered for this year's expenses. Discussion about the history walk through vs online registration: no strong evidence that the walk through was any more effective. Expenses aren't really scalable. Previous years of greater school population was with more preschool classes which aren't typically strong donors.
- Taxes were filed this morning. Fee went from \$650 to \$800. We are looking for someone from the WD community to do our taxes for free.
- Please think about people who could be successors in roles where people would be leaving so that they can shadow this year. Especially if you know you will be terming out or graduating.
- Flextime video was shown on Back to School night. We are looking at ways to share that video with the community to promote our value.
- We are trying to get Disneyland Tickets. We have the potential to earn 10 more tickets.
- Boosterthon goal is \$24,000 profit. We would need to raise about \$48,000 to net that profit. The 50k threshold does give us a higher percentage of the profits. We were about \$1000 away from that last year. There was some discussion about the value of the Boosterthon percentage. We have heard feedback from parents and teachers and are using that to tailor this year's experience. No one has offered to chair this or take on the organizing, so Laura and Eric will head up. Please feel free to share any concerns.

Principal's Update

Fall Festival was a success. Training is taking place around mental health and wellness at the elementary level. Mr. Haar is on a district wide task force on this topic. Lisa Koby is a new preschool paraprofessional. Professional development foci are math and social/emotional learning.

Treasurer's Report

May and June 2018 Financial reports were presented.

Joanne Hunt makes a motion to approve the May and June 2018 financials (to include Balance Sheet, Profit/Loss, Deposits, and Payment Detail. Elise August seconded. Motion carried.

Department Reports

- EPI- EPI was troubling. Lots of shipping issues. Marlene Dawson worked hard to resolve. All kits did not arrive until after first day of school. Many kits were missing. All families that did not receive kit after the first day of school will receive refund. Refunds have not been issued yet. Laura will have Marlene check into this. Do we want to continue? Can we make this a fundraiser to make it worthwhile as an organization?
- Auction (Elise August)- Elise talked about auction updates. Sizeable auction committee. Forms out to businesses. Trying to close budget gap with sponsors. Already another \$1000 over budgeted amount from sponsorships. Kickoff party is in great hands. Kindergarten parent leading—Nicole Liebelt. At Canyon Lakes Brewery on February 23. Casino Night theme.
- Loyalty programs (Wendy Lee)- Loyalty programs. Sports basement \$541, shopping day. Flyer going home next week. Chalkboard Rewards new program. Lucky double points.
- Restaurant Nights (Erin Raleigh)- Dine out with Pizza My Heart next week. Easy to work with. New business. 30 percent. First week of December 3-6, Dos Coyotes. Trying to get Chipotle in November maybe. Nothing from October.
- Assemblies-Assembly coming on Wednesday with animals. Jenny Kunz will talk about those next month.

Meeting adjourned 10:19 a.m.

Next meeting is October 12, 2018 at 9:00 a.m. in the Library Reading room.