

PTA Executive Board Meeting
Friday, November 3, 2017 – 8:45 AM
JBE Cafeteria

Call to Order: A General Meeting of the Jacksonville Beach PTA was held at the Jacksonville Beach Elementary School Cafeteria in Jacksonville Beach, FL on Friday, November 3, 2017. The VP of Programs, Kate Ansart, called the meeting to order at 8:46 AM. Quorum was established.

Roll Call: Kate Ansart (VP Programs, filling in for PTA President), Carey Johnson (Recording Secretary), Katie Hathaway (VP Business Partners), Christina Cummings (VP Fundraising), Kathy Waller (Correspondence Secretary), Amanda Ferrelle, Nicole Schkrutz, Bernadine Cabral, Karen Bagaria, Tiffany McDonald, Deborah Anthony, Anne-Marie Tucker, Beth Collins Himes, Emmie Chase, Christelle Rouse

Read & Approve Prior Minutes: The minutes were approved by Nicole Schkrutz. The minutes were seconded and approved.

Financial Report:

October Balance:	\$44,773.42 in checking and \$5,171.72 in savings
Total Receipts:	\$4,021 in checking and \$.44 in savings
Total Disbursements:	\$8,167.03 in checking
Ending Balance:	\$40,627.39 in checking and \$5,172.16 in savings
Outstanding Checks:	\$2,221.75 in checking
Final Balance:	\$40,627.39 in checking and \$5,172.16 in savings
Total Balance:	\$48,021.30

Membership: Kate Ansart stated that our current membership is at 635 and everything has been processed. We have surpassed last year's 610 number! **since the meeting, Mary Lauren reported that the member is up four, at 639 members.**

Report of the Executive Board:

- A. Presidents Report – Valerie Gregg (Kate Ansart filling in)
 - a. School Improvements – ideas for school improvements were discussed during our budget season.
 - b. Because the fall fundraiser was successful, the decision-making process has begun on what improvements are needing to be made.
- B. Principals Report – Ms. Mattingly:
 - a. Ms. Mattingly stated that our vision is to concentrate on the whole child. Taking into account that there are a number of programs which the school provides to benefit the student body, that are not just within the classroom. For example, the school play is a huge event, and even a partial fundraiser, for the school. There are always issues with getting the school play set up. One of which is the movement of the equipment that has to be done to prepare. This is a big task and hard on the equipment.
 - b. The equipment used for the play, and other programs, is outdated. Ms. Mattingly proposes that the School Improvement funds be used to help update these items in turn helping the production run more smoothly, and also improve the various other events throughout the year.
 - i. Microphones
 - 1. These are outdated and not working.
 - 2. Ms. Mattingly proposes PTA updates the head microphones. They caused a tremendous amount of stress last year.
 - 3. Corrine Heller, our sound and lighting volunteer, reported the microphones will cost about \$200 a set. Right now, JBE has 20 that need to be replaced. We can continue to use the boxes that go along with the headset and only purchase the microphone itself.

4. A question was brought up about cost of microphones – can we find less expensive? Corrine responded that yes, we can get them cheaper, but that the quality of those aren't great. You essentially get what you pay for. She feels it is better to spend it now, and not be unhappy to only have to replace them in the near future.
- ii. Soundboard
 1. Is eight years old with no updates.
 2. Mattingly suggested getting a mobile soundboard (to be used for various events that requires moving them outdoors or to other locations), and still keep the current one.
 3. Corinne Heller reported that the new proposed sound board will be digital and be more user-friendly. It will all be pre-set so that it is easier to use for more people and more purposes.
- iii. Speakers
 1. These are as old as the soundboard, if not older.
 2. Mattingly suggested upgrading the speakers and putting them on the wall to get them out of the way, and getting a surround sound effect.
- iv. Additional Permanent Structure
 1. Ms. Mattingly proposed the idea to move the back cabinet and install a permanent video equipment structure.
 2. For the videographer to stand during the play and where the production equipment can remain full time.
 3. The school is currently getting prices on what would fit and getting a generalized quote on if we had a volunteer to build the structure for us.
- v. When asked about play funds – Ms. Mattingly reported that money we get from play production goes to School Play Line. And any large extra gets rolled over and placed in a General Fund. But the play itself does indeed cost money with the building of the set, some costumes, etc.
- vi. A parent asked about having PRI productions donate it and use their name all over it. She offered to check with those companies for ideas.
- c. Felita Tutt, Duval County Council of PTAs President, was in attendance with concerns.
 - i. She has received multiple phone calls complaining about our budget, specifically the School Improvements line item.
 1. She stated that we need to be more specific on what the School Improvements line is being used for.
 2. Ms. Tutt also stated that PTA needs to decide what it's used for, not the school.
 - ii. Kate Ansart, in response to Ms. Tutt:
 1. The school never comes to us with what they want, we ask them for ideas.
 2. Last year, PTA collectively decided to purchase playground equipment.
 3. PTA asked Ms. Mattingly what was needed. Then the PTA discussed the 25K and what to use the monies for. Sound Equipment was not the only item discussed, class smart board were also discussed.
 4. We have to "gift" anything that is purchased so that the maintaining is on the school and not on PTA.
 - iii. Ms. Mattingly, in response to Ms. Tutt:
 1. The school staff is constantly brainstorming and discussing what is needed most at all levels to benefit our students.
 - a. The teachers meet every month to discuss what is needed at a grade level.
 - b. There are also Leadership Team meetings held with a rep from each grade level in attendance, discussing what is needed.
 - c. They also hold a Professional Developmental Meeting discussing what is best for the school.
 - d. As well as various Faculty Meetings.

2. Ms. Mattingly also stated that the school pays for many academic resources. They discuss with PTA what they, as a school, are not allowed to purchase. The school is wanting to nourish the whole child – including the creative, artistic side of a child instead of constantly shoving the academics.
 - a. In response, Ms. Tutt disagreed, stating that the play is not for ALL the children. Mattingly reminded her that this equipment will not only be for the play. It will also be used for the talent show, school orientation, open house, etc. It will be used for the good of the entire school.
 - b. In response, Emmie Chase stated that there are a ton of kids that do the play.
 - c. Ms. Mattingly added that the play is viewed by the entire student body during school hours. Therefore, the school play is benefiting all students by providing the artistic performance.
 - i. Ms. Tutt disagrees. She views it as only some get to audition. She also states that the PTA are not the “slush” funds for the school.
 - d. Ms. Tutt also reminds us how fortunate we are to be at JBE. She states that “over the bridge,” the schools are not nearly as fortunate. She complimented our clean floors and stated that schools “over the bridge” have dirty floors. She wants us to reach out to other schools more.
 - i. Mattingly responded, informing Ms. Tutt that we have partnered up with other schools several times. Most recently for Hurricane Irma relief. In the past, we have invited other schools to come in to our school, so we can share ideas and assist in any way we can.
 - e. Ms. Mattingly suggested that PTA reminds the parents that this equipment will go towards much more than the school play.
- iv. Kate Ansart stated that if any parents with concerns had just come to PTA to begin with, we could have cleared this up easily. She stated that we are all just volunteers trying to do the best we can for our school. We try to be a transparent PTA.
 1. A parent in attendance stated that somehow the good work PTA has done isn’t being highlighted enough to the school community and the perception is getting skewed.
 2. In response, Ms. Mattingly has tried to highlight in the newsletters and is open for ideas on how to improve.
- v. Corrine Heller stated that as the PTA, we always knew the playground was awful and dangerous and knew it needed fixing. We begged the county for years to pay for it, they always declined. Our line items that we get for funding is so small compared to other schools. We simply can’t force government to pay for our stuff. So that is why the PTA has to step up to help the kids. Yes, you’re volunteers. Stop fighting within each other and be a team to help the school. Don’t start own battles that you don’t want to fight. Work as a team!
 1. Anne Marie added, we have PTA meetings that everyone is invited to and can ask their questions.
 2. Amanda Farrelle responded that the point is, PTA needs to invite everyone to share their voices and opinions to these meetings.
- vi. Kate Ansart reported this has been a huge misunderstanding. And we are going to move on for the sake of time...

Unfinished Business:

A. Fundraising:

- a. Super September (Sept) – Christina Cummings: we met our goal \$12,242,12.
- b. FunD Run (Feb) – Katie Hathaway:
 - i. Has formed a great committee which has been meeting since the end of last school year.
 - ii. Dates are 02/23 (registration) through 03/09 (Run).
 - iii. Naming it the Superhero Sprint to go along with this year’s theme.

- iv. We have a kick-off call with the Get Movin' Crew on November 13th so we can run through the software and see what capabilities are.
- v. We are working with Brandy Fox and the Wellness Committee to tie in the health benefits.
- vi. Would love to incorporate real life heroes on day race: police officers, fire fighters, military, stay at home moms! We have contacted military personnel.
- vii. Trying to keep incentives simple and attainable for all kids.
 - 1. A parent spoke up and suggested using a group called Red Laces. She had been trying to get Boosterthon to use them in the past with no response. Katie said she would love to discuss it with her and will certainly look into it.
- viii. The Fund Run wants to work with teachers to get in-class incentives so all kids are getting rewarded.
- ix. The committee has reached out to Fletcher cheerleaders, the Roar, Armada, etc. and are trying to figure out ways to get the kids excited.
- x. Asking for volunteers to help! Goal is 40K. Last year we took in more, so should be attainable.
 - 1. We kept 67% last year
 - 2. Ms. Mattingly suggested showing the side-by-side donations and profits from last year so parents can see the why behind us doing it ourselves.

B. Completed Programs Report Out

- a. Book Fair – was amazing. The librarians were thankful to all the parents. Kids loved it. The school was able to make \$2,481 from the fair.
- b. Donuts with Dad – Donuts were from Cinottis, there was coloring sheets and reading area on stage. This event was a huge success.
- c. Red Ribbon Week – Mr. Willis did fantastic and PTA helped with art projects, including wind chimes. Kempur Thurn's husband created the photo book props. JSO was out here to work with kids and brought their ATV's, vehicles and their segways for the kids to see.
- d. Monster Mash – Christelle Rouse reported that we had 417 people that attended. Went very well.
 - i. They were a bit upset with one food truck because he didn't stick to his price. We will not use them again! All the vendors, other than that, were amazing.
 - ii. Next year they will ask for water donations, do a bigger obstacle course instead of the pool table bounce house and may purchase one extra light for PTA to keep.
 - iii. Christelle complimented the high school volunteers (thank you Lisa!) that helped monitor all the kids in the bounce house. The lighting and set up was fantastic!
 - iv. Mr. Morris was fantastic and saved PTA about 300 dollars. Want him next year!
- e. Hearing Screenings – Michelle and Beth screened Kg, 1st, and any new students 2-5. Went smoothly.

New Business:

A. Upcoming Programs Discussion:

- a. Community Outreach – Hinkle: Christina Cummings will be taking this over for this quarter because Hinkle's schedule won't allow. The school, not the PTA, is currently doing a food drive and a candy collection. Need to decide on what community outreach program PTA should do this quarter. No money involved in any of these. Never a requirement of anyone. Some ideas Christina has for this community outreach program is:
 - i. A collection of warm items, jackets, blankets, etc., (for next quarter)
 - ii. For this quarter, possibly doing a military outreach. Christina has experience in the past where the parents returning from deployment ask for board games as a way to bond with their family when they return. She suggested collecting board games to give to military families.
 - iii. Another idea she had was partnering with another PTA. She noted it's important to make it known exactly where this is going to. We would provide them with what their needs are. Higher than 40% have a high need for toiletries, school supplies, etc.

- iv. We do currently have a partnership with The Giving Closet where we take our lost and found to students in need. (which, volunteers are needed to The Giving Closet!)
 - 1. It was ultimately decided to move forward with a project so Christina will reach out to The Giving Closet.
 - b. One parent mentioned using a monthly giving plan (\$3/month) instead of giving a bigger chunk of change.
 - c. Ms. Tutt needed to leave early – she gave nice words before leaving and complimented Christina Cummings ideas for community outreach and proposed that “this girl” be involved on the PTA board (referring to Tiffany McDonald). Ms. Tutt also agreed with Corrine Heller in that the PTA should work as a team and also added we need to be careful not to form “cliques” within our group.
- B. Need a volunteer coordinator – Any volunteers?! Please see Kate Ansart if interested.
- C. Check Disbursement Guidelines –
- a. Teacher Rep has been informed of the new guideline
 - b. Must get a reimbursement form from PTA room, attach your receipt/invoice, and submit to the treasurer.
 - c. Will also be a check writing time table
 - i. 2nd and 4th Monday of every month
 - ii. Exception if there is a check worth over \$500 amount
 - iii. The guidelines will be emailed to all the chairs so they can pass the message along to their committees.
- D. Upcoming Programs:
- a. Veterans Day Flag Raising will be held this Thursday – all JBE military families will be invited. Breakfast was 100% donated by Maple Street Biscuit. Ashley is looking for 2-3 volunteers who don’t mind coming in at 7:15 to help start decorate and you’ll be finished before flag raising ceremony.
 - b. Movie Night – Christelle Rouse: Dabni McCrary is finishing up the flyer. Ms. Mattingly decided to go with Captain Underpants to go with theme of superheroes. Booked a burger/chicken food truck. Going to have free ice cream again for students. Face Painting mom will be there. Event is from 6-8:30 but movie doesn’t start until 7:00pm.
 - c. Club Picture Day – 5th grade class photo and club photos will be taken by Carey Johnson
 - d. Night of the Arts - Christina Cummings: Ms. Guthrie will be doing 5 projects and Christina will be doing prep work. She is always looking for volunteers to help with prep work!
 - i. Talking with Sticky Fingers for the catering and they were going to offer pulled pork and pulled chicken. There will also be the vegetarian offer of a salad. Wants to have 3 stations with multiple volunteers from the high school. Ms. Mattingly and Corinne Heller volunteered to serve 😊.
 - ii. Corinne Heller will be here doing the lighting.
 - iii. Christina will need help with volunteers. Will have a volunteer to take your phone and take the family photo for that family.
 - iv. Christina and Ms. Guthrie are also going to talk to Oceanway Elementary and give advice and tips so they can do their own family dinner.
- E. Volunteer of the Month: Heather Harris for work with Book Fair. Kemper Thurn went above and beyond for Red Ribbon Week! Yay, we appreciate you!
- F. PTA Attendance Lottery Winner: Carey Johnson ... Thank you for attending and CONGRATS!
- G. Open Discussion:
- a. Anne-Marie Tucker introduced herself. She has been at JBE for 7 years now. She has a non-profit foundation for brain injury awareness. Tony the Turkey will be coming out to 100-mile club soon and giving out water and coupons. Tony’s Turkey Trot is the Thanksgiving Day race in Atlantic Beach. It is also

a sanctioned 100-mile club race and she is urging everyone to sign up to attend. She is going to have the patrols wearing the turkey hats in the car line. Monies donated will go towards brain injury awareness and portions will go towards Brooks Clubhouse, Beaches Red Cross, among others. She is in need of volunteers to pass out packets a few days beforehand.

- b. Ms. Mattingly reported
 - i. She is still in need of volunteers to come speak at Veterans Day, next Thursday. Needing active duty military to come speak to classrooms.
 - ii. Thanksgiving lunch is on Tuesday before Thanksgiving break. Will be during regular lunch hours.
 - iii. No longer going to partner with CFA for spirit nights because it was becoming more of a hassle than it was worth. Getting other ideas, including Nitrogen Creamery. Sweet Frog spirit night will be coming up on November 15th.
 - iv. October went smoothly. JSO brought their ATVs, police cars, segways. Handcuffed Ms. Cheanvechai.
 - v. Reflections had a great turn out!

Announcements:

The next General Meeting is scheduled for Friday, December 1st, 2017 at the Jacksonville Beach Elementary School Cafeteria in Jacksonville Beach, FL.

Adjournment: The meeting was adjourned at 10:19 AM.

Carey Johnson, Recording Secretary

Approved as:

Read: _____ Date: _____

Corrected: _____ Date: _____