

**PTA Executive Board Meeting**  
**Friday, December 1, 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, December 1, 2017. PTA President, Valerie Gregg, called the meeting to order at 8:45 AM. Quorum was established.

**Roll Call:** Valerie Gregg (PTA President), Kate Ansart (VP Programs), Katie Hathaway (VP Business Partners), Christina Cummings (VP Fundraising), Kathy Waller (VP Correspondence Secretary), Eileen Tyrrell (VP Treasurer), Anne Marie Tucker, Anita Edwards, Christelle Rouse, Bernardine Cabral, Karen, Bagaria, Amy Santiago, Hongying Song, Donna Roberts, Katherine Lazarus, Jaime Shachter, Crissy Pavlinek, Morgan Siders, Amanda Ferrelle, Nicole Schkrutz, Cameron Mattingly, Rashard Willis

**Read & Approve Prior Minutes:** Kate Ansart motioned to approve the November minutes. The motion was seconded and approved.

**Financial Report:**

November Balance:	\$40,627.39 in checking and roughly \$5,172.16 in savings
Total Receipts:	\$41.88 in checking and \$55.43 in savings
Total Disbursements:	\$1,421.04 in checking
Ending Balance:	\$39,248.23 in checking and \$5,227.59 in savings
Outstanding Checks:	\$12.20 in checking
Final Balance:	\$39,260.43 in checking and \$5,227.59 in savings
Total Balance:	\$44,488.02

A. Financial Report – Eileen Tyrrell:

- a. 990 was submitted and we are compliant.
- b. Movie Night, Red Ribbon Week and Donuts with Dad all came in under budget.
- c. Another \$50 donation came in for the fall fundraiser, which puts the fundraising total over \$12,300.
- d. Update on the check writing policy - If you need a reimbursement, you must attach an invoice to the reimbursement form (found in the PTA Room). A Chairperson's signature is required on the form. Checks will be distributed on the second and fourth Monday of every month. If you aren't receiving your reimbursement, please let Valerie or Eileen know.
- e. Please impress upon teachers that we have teacher grants. Only 8 teachers have submitted grant requests this year. Each teacher has up to \$100. Only 60% of teachers completed requests last year.

**Membership:** Eileen Tyrell reported that current membership is 639, which exceeds 610, and all of the membership cards have been distributed.

**Report of the Executive Board:**

A. Presidents Report – Valerie Gregg:

- a. Going forward, we will have a PTA representative at a minimum of one faculty meeting per quarter to ensure we have transparency with teachers. Valerie Gregg attended the faculty meeting in November and went over sound and technology improvements planned for this year. Smartboards will be replaced with interactive TVs. We have to wait for final numbers to come in from the FunD Run in March. Majority of fundraising money will go toward technology upgrades for classrooms. Valerie went through the Fund Run dates and what we are allowed to do for incentives. We have to comply with PTA guidelines (every teacher must receive the same amount of money to use in the classroom). We have been working with DCCPTA and our treasurer to be in compliance. Valerie explained the rules for gift

cards. As a PTA, we are not allowed to give gift cards to teachers, students, etc. Valerie reviewed the list of elected officers and how to reach out to them. Valerie also welcomed feedback from teachers and explained how they can relay feedback to the PTA. The PTA Teacher Representative is Ms. Peters, and she is finding a substitute to attend PTA meetings when she is unable to (Ms. Pavlinek was in attendance at this meeting). Valerie reiterated that parents and teachers can come to officers, admin, etc. to find answers or to address any questions or concerns, and we always have an open line of communication. Valerie reiterated that we are all on the same team and are trying to do what's best for our school and students.

- b. After the holiday break, we are planning a celebration for winning the PTA School of Excellence Award last year. There will be more to come on the celebration probably in January.
- c. Ms. Kelly will be utilizing the PTA Room for FACE Training on Dec. 11.
- d. At last month's PTA meeting, a visitor from DCCPTA showed-up with concerns about how our PTA is run. Many parents in attendance were offended, so a letter of grievance was sent to DCCPTA and Florida PTA. We have received no response from either and the letter was sent 3 weeks ago.
- e. The January meeting is a general meeting, and we will elect a nominating committee. The committee will need to submit a list of potential candidates to fill the 7 elected officer positions (President, Programs, Recording Secretary, Treasurer, Fundraising, Membership and Corresponding Secretary). If you would like to be on the committee, please see Valerie after the meeting today.
- f. Christelle Rouse asked about gift cards. Christina Cummings explained that it is not a PTA rule, it is an IRS rule because we are 501c3. Gift cards are seen as a cash compensation. Valerie explained that we are able to give gift cards away at silent auctions and off-site raffles, only if the cards are donated. We can use the gift cards to purchase things to be used by the PTA if the gift cards are donated. We cannot directly hand a gift card to students, teachers, etc. PTAs have been doing this forever, and this rule was just presented at the county meeting. The IRS is looking at 501c3s, and distributing gift cards can jeopardize your status.

g.

B. Principals Report – Ms. Mattingly:

- a. December is a busy month. The school will be initializing the Buddy Program, which is the brainchild of a JBE parent. The plan is to have a couple events throughout the year for the Buddies. These will be opportunities for students to socialize and mingle with their peers. Intermediate and primary students will be paired together, and admin is working with the school counselors to match up students to ensure there are non-conflicting personalities. Students will write letters to introduce themselves and include a picture to share with their Buddies. The hope is for Buddies to have lunch meetings, work together during labs, etc., but not to interrupt instructional time. The purpose of the program is to make sure students have a point person at school, and to facilitate a meaningful relationship with a peer. This is soft opening of the program mid-year. If feedback is positive, the Buddy Program will be an annual JBE tradition.
- b. The Winter Diagnostic Testing window starts next week (December 4<sup>th</sup>) for 3<sup>rd</sup>-5<sup>th</sup> Grade. K-2<sup>nd</sup> grade will be assigned an i-Ready diagnostic blended learning. The hope is to have all testing completed by December 15<sup>th</sup>. Every day in December is important, as learning is still taking place, and it's essential for students to attend every day this month. After the holiday break, 3<sup>rd</sup>-5<sup>th</sup> grade will complete Achieve and i-Ready diagnostics. These tests are important, as the data helps identify students who need additional help and to prepare them for success throughout the rest of the year.
- c. School play auditions start today, and everyone is super excited. Everyone is looking forward to the upcoming Night of the Arts and Talent Show.
- d. Please remember to review the weekly newsletter for more information.

C. Teachers Report – Ms. Pavlinek:

- a. The consensus from teachers is they would like to see cultural arts assemblies brought back. In the past, we would have assemblies that were educational and engaging and span all grades (ex: author visits). Valerie reported that we are planning an author visit during Literacy Week. In order to schedule cultural arts assemblies next year, we will need to discuss dates and plans when we schedule all programs over

the summer. Ms. Pavlinek said that two years ago, we lost things like the Holiday Shop, and over time enrichment programs have been missing and it would be great to bring them back for students. Valerie noted that there have been admin changes over the years and we can discuss enrichment programs with Ms. Mattingly.

- b. On the \$25,000 budget line item for school improvements, Valerie shared that bad information was given out in regards to planned sound equipment purchases. When the PTA does a fundraiser, we have to say what the funds will be used for and then we must use the funds for what was stated, otherwise we have to return the money. Because we plan a year in advance, we paint a broad picture for what funds will be used for. We decided classroom technology and a small amount for sound equipment, which will be used for assemblies, Talent Show, etc. is our goal this year. This monetary figure is based on the success of our upcoming FunD Run. Assuming our fundraiser does as well as we hope, money will be used for failing classroom technology and a small amount for sound equipment. Right now, the focus is on failing Smart Boards. Ms. Pavlinek asked about purchasing laptops. Valerie explained that this is a multi-year initiative. Ms. Pavlinek recommended a greater parent involvement going to the district to ask why we don't have appropriate classroom technology. She explained that there are schools in our county that have this technology piled up in rooms, and we need to seek out to the district and ask why this technology isn't coming to the school. She said that she would love for students to be able to use computers for more than test prep. Anita asked how many Smartboards we need. Ms. Pavlinek explained that the district doesn't support the Smartboard software anymore, and teachers can't upload programs to the Smartboards – they can only be used as projectors. She recommended that any new equipment we purchase, we need to go through the district to buy them to make sure they are supported.

#### **Unfinished Business:**

##### **A. Fundraising:**

- a. FunD Run (Feb) – Katie Hathaway/Christina Cummings:
  - i. The committee had a kick-off call with the Get Movin' Crew last month. The software is very user friendly, and our fundraising website will be set-up after the new year.
  - ii. The Pep Rally has been moved to Friday, February 23<sup>rd</sup>. This is great since the 23<sup>rd</sup> is the first official day of fundraising. We can do an incentive prize for those students who register and receive a donation over the weekend.
  - iii. At some point, we will meet with Ms. Mattingly and Mr. Willis to go over all of the details.
  - iv. We are starting to reach out to local businesses for donations. So far, we have received \$250 in gift cards, free passes to Rebounderz and Jump Street, and The Loop is sponsoring a pizza party for the top fundraising class. We expect more donations to start coming in. These are in addition to classroom incentives, and a few individual fundraising incentive prizes. The top three fundraisers will receive larger prizes. Administration will also do something fun to celebrate WHEN we reach our school fundraising goal!
  - v. Karen Bagaria asked if there is a fee for the Get Movin' software. Katie Hathaway explained that there is a set \$500 fee, which will be paid at the conclusion of our fundraiser. This is a fee to set-up our fundraising website, similar to Boosterthon (Boosterthon charged \$2,000 upfront, as well as a percentage fee of total fundraising dollars).
  - vi. Jaime Shachter explained that the Get Movin' software is similar to Boosterthon, and students are able to set-up their own fundraising page to share with friends and family.
  - vii. The committee is meeting on December 5<sup>th</sup> and will have more updates in January.

##### **B. Community Outreach – Chair: Marie Hinkle/Christina Cummings:**

- a. We will be running a drive in December for The Giving Closet. There is a bin in the school foyer to collect new and gently used clothing and shoes. The drive will run through December 20<sup>th</sup>. The Giving Closet is a great program that services children in our county.

### C. Completed Programs Report Out

- a. Veteran's Day Flag Raising & Breakfast (11/9) – Chair: Ashley Smith – Kate Ansart reported that Ashley did a fantastic job again this year! Maple Street generously donated the breakfast, and admin conducted a beautiful ceremony outside.
- b. Movie Night (11/17) – Chair: Christelle Rouse – We had great turnout, the weather was perfect, at least 100 people were in attendance, the food truck was good, and attendees were given a ticket for free ice cream.
- c. Picture Retakes (11/28) – Chair: Karen Bagaria – Everything went great.
- d. Club Pictures (12/1) – Chair: Karen Bagaria – These were conducted during the meeting.
- e. Reflections – Chair: Emmie Chase - Kate Ansart reported that in-school judging took place last month, and the top five entries for each category were submitted to the district competition. A county award ceremony will be held in the spring, and if any JBE entries win, those students will be invited. Emmie is putting together a PowerPoint of all submissions, which will be projected at family dinner.

### New Business:

#### A. Upcoming Programs Discussion:

- a. Family Dinner / Night of the Arts (12/15) – Chair: Christina Cummings: Things are moving along, thanks to all who have helped prep crafts so far. There is still prep work need for the art projects, but we hope to have this finished by the beginning of next week. The custom center pieces are prepared, and Corrine Heller will be providing the lighting. Morris Music Academy is providing musical entertainment. Tickets will go home with students closer to the date of the event. Christina has submitted volunteer requests to 3 high schools, and she has heard back from one. Honor Society students will be able to fill all of the 25 volunteer positions. The hope is that no parents will have to volunteer, and Ms. Guthrie will have teacher volunteers in the classrooms for art projects.
- b. Talent Show Auditions (1/16-17) – Chair: Corinne Heller: Kate Ansart reported that flyers went home yesterday. If students want to participate, they need to return the form by Dec. 20<sup>th</sup>. The Talent Show is open to all students K-5<sup>th</sup> grade. Auditions will take place on Jan 16<sup>th</sup> and 17<sup>th</sup> after school, and a SignUp Genius will go out for signups. We need 3 parent volunteers for audition judges. Parents of children auditioning cannot judge. Amanda Ferrelle asked if their child is participating would it be okay if they sit out during their child's audition (if they are a judge). Kate explained it would be easier for those parents to judge on the alternate audition date. After auditions are completed, parents will receive an email notification to sign up which date their child will perform (February 8<sup>th</sup> or 9<sup>th</sup>). We will need an even number of students for both nights. There are extra flyers in front office. Christina Cummings asked if we can get rid of parent bias by asking students at Lavilla or Douglas Anderson to judge auditions. Kate explained that might be tricky since the auditions take place right after school (3:15-5:00 pm). Corrine does reach out to those schools for the Talent Show judging.
- c. Literacy Week (1/22-26) – Chair: Anita Edwards: Anita will reach out to Ms. Mattingly to schedule the date of the Book Swap. She hopes to move the Swap to the cafeteria, as we are growing out of the space in the PTA Room. Rather than have individual classes attend the swap, the plan is to have each grade level attend in the cafeteria. This is a good solution since the last class to attend in the past had a poor selection. Each grade level will have a half hour, and the swap will conclude in three hours and won't interfere with lunch. Anita attended Friends of Library and purchased about 60 grade level books to kick start the Swap. The cost of the books was roughly \$25. Anita recommended that going forward, we need to add a line

item in the PTA budget for this. Last year, thanks to our donation drive, we had approximately 600-800 books left over. Anita would like to take leftover books to Finnegan this year or for us to pick a Title One public school if anyone has a connection to one. Christelle asked if we have too many, why not donate the books to mini libraries? Anita said we used to divvy the books around town, and it was a lot of work. Last year, Anita went to West Jax with all leftover books, and the principal said that the volume of our books provided for their entire swap. With that said, its better to go to one school.

- d. 100<sup>th</sup> Day of School (1/26): Nothing was reported on this.
- e. Middle School Night: Nothing was reported on this.
- f. Magnet Tours – Chair: Cindy King: Nothing was reported on this.

- B. DCCPTA Meeting Update – Graham Guiler / Christina Cummings – Christina reported that the meeting took place last Tuesday. The gift card policy was discussed along with different programs that are taking place around the county. One is Instruments for Change. This is a DCPS program and they are collecting used musical instruments to give back to children. The Jax Public Education Fund presented and they are hosting a public forum on December 4th for people to give ideas on how we can improve public education. Also, a presentation on asthma was given, and everyone learned the steps to take in the event of an asthma attack. Bernardine Cabral said that she teaches classes like this and can give a presentation for our school. This is a video-based presentation from the American Heart Association. Christina concluded that the Superintendent spoke, and that the meeting was very informative, and she encourages everyone to attend these meeting if they are able to.
- C. Volunteer of the Month: Dabni McCrary and Christelle Rouse for the awesome job they did on Movie Night!
- D. Open Discussion: Bernardine shared her sentiments on fundraising. She said at private schools, they require very high levels of fundraising, and what we are hoping to raise is peanuts compared to private schools. She is very grateful for our school. Karen shared that we should do an in-house push or an underground campaign, “Do you have pride in public?” This would be a reminder to parents that we all have a shared pride in public schools. Karen thinks it would be great to have a general fund to enhance and create a more robust public school. Title one schools receive more money. Amanda asked if we could share this on Facebook. Eileen shared that the majority of private schools also contract parents to volunteer hours in addition to fundraising. At JBE we take what we can get for volunteers. Eileen said, “Give us your time or money. Show us your pride.”

**Announcements:**

The next General Meeting is scheduled for Friday, January 12th, 2018 at the Jacksonville Beach Elementary School Cafeteria in Jacksonville Beach, FL. Valerie reiterated that we will be electing a nominating committee at the meeting. We need new people to fill vacancies since current members are at the end of term for their positions. Karen Bagaria volunteered to be on nominating committee.

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

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Katie Hathaway (filling in for Carey Johnson, Recording Secretary)

Approved as:

Read: \_\_\_\_\_ Date: \_\_\_\_\_

Corrected: \_\_\_\_\_ Date: \_\_\_\_\_