

## **Lyon/Pleasant Ridge PTA Minutes**

**October 16, 2009**

President Jennifer Massarelli opened the meeting at 9:15 a.m. in the Pleasant Ridge Library.

In Attendance: Kevin Dorken, Matthew Rich, Jennifer Massarelli, Lindy Hood, Anne Carreon, Jon Everson, Greg McWilliams, Tiffany Sapienza, Mary Hershey, Erin McGavic, Gretchen Flowers, Dina Silver, Karen Friedman, Michele Brennan, Susie Feldstein, Ana Cassorla, Sharon Urban, Christa Leone, Lisa Zimble, Laura Olson, Angie Katsamakis, Dianna Sirakides, Susan Ohlandt, Kathy Lawler, Kristen Borth, Kathy McCarthy, Colleen MacKimm, Laura Smith, Marsha Merdinger, Sue Swaringen, Val Rosenberg, Beth Huzjak, Kirsten Bergin, Heather McEllistrem, Doug Morgan, Meg Kamajian, Sherri Grant, Halleh Akbarnia, Cheryl Kasner, Peggy Callas, Gina Brunswick

### **Approval of the Minutes**

Motion—Karen Friedman

Second—Mary Hershey

The minutes of the September 8, 2009 meeting were approved.

### **I. Officer's Reports**

#### ***Treasurer—Karen Toomey***

- We need to approve the budget since this was not done at our first meeting of the year
- This budget varies from what was proposed at the end of last year. The economic climate is the driver of the changes to the budget
- The benefit will be different from prior years. The auction will be scaled back. We adjusted the projected benefit profit from \$40,000 to \$25,000. Therefore, we needed to find \$15,000 of expenses to reduce
- Didn't want to wait until end of the year so that only programs happening at the end of the year are impacted

- Cultural enrichment was decreased by \$2000 for PR. The Lyon money has already been spent on the mosaic
  - PR assemblies are not as closely linked to curriculum
  - We can still do 2-3 quality assemblies at PR
- Building supplies (principals' discretionary fund) was decreased by \$1500
  - Color Portraits income drives this account. This used to go through the school's operating budget. However, there are restrictions on how much money can be received by one vendor so it needed to be moved to the PTA budget
- Hospitality was decreased by \$1000. This line item consists of the 3 luncheons held during the year. The first and last luncheons are at the schools and benefit the teachers, so they will still be held. We are holding off on the holiday luncheon
- Instructional Aid was decreased by \$4000, to \$0. This line item consists of \$50 gift certificates to The Learning Post for every teacher. These are given at the end of the year for the following year. We are not planning to give the gift cards at this time, but we may be able to put it back in the budget if our fundraisers are successful
- President's Fund (Jenn's discretionary fund) was decreased by \$1000. This fund is used for payments/small gifts for guest speakers, flowers at the holiday show for the Fine Arts staff, and gift cards for volunteers
- Spring grants were decreased by \$5000, to \$0. We can revisit this in the spring and will reinstate this item if there is money to give
- Our guiding approach was to be more conservative since we know we can add items, such as Spring Grants and Instructional Aid, back in to the budget. We do not want to send the message that we are decreasing our expectations, but rather we are managing anxiety about our fundraisers given the economic climate and the availability of volunteers
- Mary Hershey made a motion to approve the budget. Susie Feldstein seconds the motion. The budget is approved

*President—Jennifer Massarelli*

- D34 Strategic Plan
  - Addresses needs to community through the educational process. Started from scratch 3 years ago. The plan is revisited when new board members are elected. A meeting recently took place with principals, teachers, and parent reps
  - Can find a report card on [www.district34.org](http://www.district34.org) where the district grades themselves on their progress toward these goals
- Hearts of Glenview
  - Chamber of Commerce oversees this endeavor. Kids get together to paint these hearts, which then get displayed around the community
  - Art teachers were consulted to help select a few kids at each grade level to work on this project. These kids will meet at Make-a-Messterpiece, in the Glen, on Nov. 4<sup>th</sup> from 4:00-6:00
- eScrip
  - New fundraising opportunity
  - Register your Dominick's Fresh Values card on the eScrip website and our PTA will automatically earn up to 4% of your purchases
  - You can also register your credit/debit cards. When you shop at participating merchants with your registered credit/debit cards, we will earn money
  - If you are shopping online, you MUST access the participating merchant's website from the eScrip online mall. You can do this from the eScrip website or from a link on our PTA website
  - If you go directly to the participating merchant's website, we will NOT earn any money, even if you use your registered credit/debit card
- Character Counts food drive
  - Community wide
  - 3 boxes are located outside the cafeteria (PR) or office (Lyon) for each grade level
  - Parents are encouraged to bring in a canned item when they come for conferences

***1<sup>st</sup> Vice President—Lindy Hood***

- GEF Fundraiser
  - 4 areas of focus: science, teacher investment, at risk assessment and high school readiness
  - Forgoing benefit for a fundraising drive. There will be a telemarketing component. If you donate before 11/2, you will not be called
- The back of today's agenda shows the "Where do I find?" section that is now on our PTA website

**II. Teachers' Representative Reports**

- No report at this meeting

**III. Committee Chair Reports**

***Pumpkinfest—Susan Ohlandt and Dina Silver***

- Event will be held on Friday, Oct. 23<sup>rd</sup> from 4:00-8:00. There is no school on this day
- Still need to fill a few spots: tickets sales, kitchen, and haunted house (need men for set up on Thurs 4:00-9:00 and for the 6:00-8:00 shift at the event)
- Ace Hardware and Bess Hardware donated the mums outside the schools
- On Monday the Pocket Ladies are coming to the schools to get the kids excited

***Lyon Book Fair—Karen Friedman and Kathy Lawler***

- Theme is Destination Book Fair: Read Around the World
- Tuesday, Nov. 10<sup>th</sup>

- Set up at 12:30
  - Teacher preview following set up
- Wed, Nov. 11<sup>th</sup>
  - Teacher preview in the morning
  - Open to the public at 11:00am
  - Pizza night in the evening
- Thursday, Nov. 12<sup>th</sup>
  - Open from 9:00am-8:00pm
  - Grandperson Night in the evening
  - PR chorus will perform in the evening
  - Scavenger hunt
- Volunteers will be solicited after Pumpkinfest
- Committee Chairs needed:
  - Megan Dunne Murphy doing hall decorations, but need help with other decorations (Lyon trophy case, PR, and bulletin boards)
  - Student preview day
  - Pizza night
  - Hot air balloon promotion at PR on Nov. 9<sup>th</sup> – could use help soliciting guesses from PR kids during recess
- 142 copies of Diary of A Wimpy Kid were pre-ordered, and orders are still coming in
- Will be collecting gently used books for Stockton, our Skoolaid school
- No canned food drive

***Benefit—Dina Silver***

- Benefit can still be equally as lucrative – we need everyone’s support!

- Auction will be on a smaller scale. Still doing teacher gifts, class gifts, and sign up parties
- Hoping to have 10-20 premium auction items/packages
- Introducing a cash raffle. This has the potential to generate a lot of money. Anyone can buy raffle tickets
- Considering selling an event t-shirt
- Changing up the night of event. Will be more like a cocktail party with smaller seating areas. Hopefully this will allow us to accommodate more people
- Still looking for volunteers. Contact Dina if you are interested in helping

***Parent Education—Christa Leone***

- Parents in Partnership is being held on Nov. 7<sup>th</sup> at Attea. The keynote address will be given by Lauren Bondy and Karen Jacobsen. Can attend 3 breakout sessions
- Other speakers visiting our area include:
  - Howard Gardner at New Trier on Oct. 29<sup>th</sup> at 7:00pm: “Cultivating Minds”
  - Aaron Cooper at Loyola on Dec. 9<sup>th</sup> at 7:00pm: “I just want my kids to be happy”
- You can find a list of upcoming events at [www.PECcalendar.org](http://www.PECcalendar.org)

***Local School Council—Tiffany Sapienza***

- Met on Oct. 7<sup>th</sup>
- Social issues surrounding the bus will be discussed at next meeting
- Other topics to be addressed at future meetings: volunteering, student growth across a year, parent teacher conferences, and extracurricular activities

***Environmental—Mary Hershey***

- Ordered 350 water bottles and 300 shopping bags. We still have inventory so orders can still be taken

***Directory—Wendy Ban and Kathy McCarthy***

- Will be distributed shortly, if you haven't gotten it already
- Contact Wendy or Kathy if you don't get one and believe that you should

***Art Enrichment—Michele Brennan***

- There are still some classrooms that do not have an art enrichment volunteer. The newsletter will list which classes are in need of a volunteer

***Cultural Enrichment—Gloria Pedrelli and Cheryl Kasner***

- Mosaic artist coming to Lyon in winter/early spring. She will be working with the students to create a mosaic which will likely be placed in the hallway across from the gym
- X-games athlete speaking on Oct. 20<sup>th</sup> at PR

***Holiday Helper—Deb McMahon and Cathy O'Shaughnessy***

- Helps kids in our schools who are in need
- Sent out 88 letters
- Consider grouping together to sponsor a family to make it more manageable
- Contact Deb (dbmcmahon@comcast.net) or Cathy if you are interested in helping
- Can give gift cards. Try to keep it local, such as Target or Kohl's, since some families don't have transportation. Can also donate cash
- Outerwear will be collected at Lyon from Nov.9<sup>th</sup> -13<sup>th</sup>
- The remaining items will be collected at holiday time

***Skoolaid—Deb McMahon***

- Partnered with a Chicago Public School with the goal of providing material items and ultimately to promote interaction
- Stockton is K-8 and 80% of their population is below poverty level
- 5 classes have set up a pen pal program. Some teachers are exploring doing a book club
- Collect gently used books at both book fairs. Last year collected over 1500 books
- PR Student Council getting involved
- Can buy a book at the Book Fair to give to Stockton
- Gently used winter gear will be collected in November

**IV. Guest Speaker – Linda Brown, Kevin Dorken, Eva Ginis, Jason Rehfeldt and Matt Rich**

- Teasing, bullying, and other social issues...a follow up to last year's discussion
  - Handouts will be on our PTA website

**V. Principals' Report—**

***Kevin Dorken***

- Debra Gelfand overview
  - Internal District 34 charity
  - Debra Gelfand was a district parent who died in 1990 at 37. She had 6 children. Her personal mission was to help those in need in the community
  - Examples of those who are helped by this fund include:
    1. Children who can't afford appropriate clothing for graduation

2. Children who can't afford field trips or to buy lunch on the trip. Social workers can put in for this request
3. Those experiencing catastrophic losses. They might need an alternative place to stay, for example
  - Fund of last resort. Social workers tap into other agencies first in the community
  - A principal chairs the group for 2 years. Currently being chaired by Kevin Dorken.
  - Meetings are attended by all social workers in the district, Brett Clark, and Barbara Silver. PTA is invited and encouraged to attend. Meet in fall, winter and spring. We do not have a specific rep but Kathy McCarthy is the rep for PTA Council
  - All the schools have the cards to make a donation or give a gift to someone specifically
  - The District 34 website has a link to the Debra Gelfand website, where you can get information about the donation cards
  - Greatest amount of fundraising comes through PTA efforts, donations, and various grants headed up by Brett Clark

***Matt Rich***

- No report

**VI. Unfinished Business/New Business**

- None to report

**VII. Announcements**

October 14-21—Character Counts Food Drive for Northfield Food Pantry

October 23—Pumpkinfest, Lyon, 4:00-8:00pm

October 29—Principal's Coffee, Lyon, 9:30am

November 7—Parents in Partnership, Attea, 8:30am

November 10-12—Lyon Book Fair

November 17—Next PTA Meeting, Lyon, 7:00pm

**VIII. Adjournment** –Jennifer Massarelli adjourned the meeting at 11:40 a.m.

Respectfully Submitted,

Anne Carreon, PTA secretary