

Officers Present: Barnaby Dallas (President), Kimberly McCarty (VP Fundraising), Jessica Blitchok (VP Membership), Valerie Yerebin (Treasurer) and Tina Spano (co-Secretary). Meeting opened at 6:30pm on Tuesday, November 13, 2012 by Barnaby Dallas.

President:

Barnaby asked Ms. Smith to explain how the SHSA funds that were approved to extend the library hours will be used. Since the SHSA funds cannot be used to increase a benefitted position, Ms. Woody will spend her current Instructional Assistant (IA) hours in the library (which will result in extended hours) and the SHSA funds will be used to hire a new IA to assist in the classroom.

Fundraising:

Scheduling WAT/FF and Cookie Dough Sales – The WAT made about \$10,000 less than what it made last year. One of the reasons for this decrease is because the cookie dough fundraiser for the 3rd, 4th and 5th grades was held in the weeks preceding the WAT. The consensus was that there was “fundraising fatigue” among the contributors from these grades (the same people asked to buy cookie dough were the same people asked to contribute to the WAT). The funds from the cookie dough fundraiser go toward field trips and 5th grade science camp. Next year, the 3rd, 4th and 5th grades need to schedule the cookie dough sales at a time when it does not interfere with the WAT.

Kimberly presented information on the following fundraising opportunities:

Jo on the Go – An espresso truck will be on campus one day a week after school beginning in the winter months. Ten percent of the sales will go to SHSA. This will also be an opportunity for community building.

“How to Train Your Dragon” at HP Pavillion (12/26 – 12/30) – SHSA receives a 20% discount on tickets and sets a price for the tickets (three pricing tiers) according to how much profit we want to make. We do not have to commit on how many we will sell and will receive all of the marketing materials. This fundraiser will be promoted as a holiday gift idea.

Restaurant Nights – We still need a coordinator to solicit the restaurants and create and distribute the flyers. These happen usually every 6 weeks and we make about 10-20% profit.

Gala – The Gala will be held on March 29th. This is an adult-only event with dinner, open bar, DJ/dancing, high-ticket raffle items and a silent and live auction. Kimberly is the chair and is looking for people to help coordinate, plan, and execute small and big jobs.

Corporate Matching – Leslie Gill attended the meeting to talk about corporate matching. We need to educate parents on what specific companies (e.g., Cisco, Abbott Labs, Apple) will match a

parent's monetary donation and the process parents need to follow to ensure SHSA gets the donation.

Amazon Program and Target RedCard– Amazon.com gives to SHSA 4-10% of purchases made via our SHSA website's [Amazon.com](https://www.amazon.com) button. Parents need to go to shsa.info, click the Amazon button on the left, and shop as usual. Signing up for a Target RedCard and enrolling in their Take Charge of Education program will give SHSA a 1% kickback. The links for both programs can be found on shsa.info.

Day of Culture – To reach out to the different cultural communities at Schallenberger, we would like to host a potluck with foods from the various cultures.

Breakfast for Kinder Families – This would take place after winter break and before the Gala to encourage Kinder families to become a member of SHSA by registering at <http://www.shsa.info/register.html> and attend the Gala.

Principal's message:

Ms. Smith stated that the intervention program for students falling below grade level will start after Thanksgiving. Teachers will be conducting this program before and after school.

Also, more yard duties will be hired to provide more supervision at recess and lunch.

New Business:

None.

Meeting closed at 7:35 pm.