

ELEMENTARY HOME & SCHOOL ASSOCIATION

Web site: www.evanshsa.org

Visit us on Facebook: http://www.facebook.com/#!/home.php?sk=group_142720045776227

DATE: 01/11/2012

LOCATION: Evans Elementary Media Center

ATTENDEES (based on sign-in sheet):

Jen Abbott
Lauren Adamski
Debbie Barth
George Booker
Jen Gutshall
Jacqueline Clark Havrilla
Tricia Hawks
Barb Hewitt
Marianne Leidelmeyer
Sharon Mahan
Kathy Mandracchia
Jennifer McVey
Kirsten Myers
Kathy Ricca
Chris Sites
Heidi Thomas
Jennifer Wolfe

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01/11/2012 MEETING MINUTES

Meeting called to order at 7:10pm

- There was a presentation by Market Day representatives Gwen Campbell and Kim Roderick, who offered tips on increasing sales and explained the resources that are available to the H&SA, including:
 - Marketing materials
 - A letter from the principal encouraging folks to support Market Day
 - \$5 coupon off a \$25 order for new customers
 - Offering samples at more events
 - Dessert Bonus Days in March
 - The H&SA could designate the Bonus Day funds to be used for a specific goal/need (so that parents would know exactly what the Bonus Day profits were being used for and presumably want to support Market Day more than they currently are
 - Pick-up day for Bonus Days is the same as the regular pick-up day
- Kim also outlined some of Market Day's selling points, which include:
 - Veggies are flash-frozen
 - Meats are high quality
 - Allergy-free foods are available
 - Weight Watchers friendly
 - 100% guarantee
- Two bags were raffled off and won by Jen Abbott and Jen Wolfe, who donated the bags to the Basket Raffle.
- Here are the Market Day profits and number of customers for the current school year:

<u>Month</u>	<u>Profit</u>	<u>Number of Customers</u>
September	\$567.16	56
October	\$232.18	34
November	\$292.91	37
December	\$279.78	37

President's Report (Chris Sites)

- The nomination form for the positions of Treasurer and Secretary will be sent home soon.
- Students from the Interact club will be earning service hours by volunteering at some of the H&SA's events, including FIT Night, Market Day pick-up and Bingo Night. They also helped with Family Ice Skating over winter break. Chris said the H&SA is happy for the partnership and thanked them for doing this service for us. It's greatly appreciated!
- Motion to approve November minutes: George Booker and Kathy Ricca

Vice President's Report (Barbara Hewitt)

- No Report

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Treasurer Report (Jen Gutshall)

- Jen thanked the new chairs of the Holiday Shoppe for their outstanding work.

Assistant Treasurer (Jen Abbott)

- No report

Teacher Liaison Report (Kathy Mandracchia)

- April Reitnauer sent a huge thank you to all of the laminating volunteers. Also, Evans will be sending three 4th-grade teams to the Reading Olympics, and the H&SA pays the entry fees for the teams... thank you! Many members were not familiar with the Reading Olympics, so there was a discussion about the event. There are teams for 4th – 6th graders, middle-schoolers and high-schoolers. Teams receive a list of books to read. Coaches and students read the books and must answer questions about the books. Students must commit to reading 8 books.
- Teachers made a thank-you card for the conference dinners.

Principal Report (Mrs. Havrilla)

- Mrs. Havrilla informed members that yo-yo's would be sent home with students on Thursday as part of the NED assembly, which teaches children to:
 - Never give up
 - Encourage others
 - Do your best

Secretary (Jen Wolfe)

- Jen reminded everyone to sign in and, regarding elections, welcomed any questions that people had regarding the Secretary position.

Committee Updates

Newsletter (Chris Sites for Joanna Hassinger)

- The deadline for submissions for the next newsletter is Jan. 25. Contact Joanna Hassinger with any news or information to include.

Dining Out (Beth Vallone)

- The turnout for Capt'n Chucky's was low. They will provide materials that can be sent home promoting the event, so in the future we should take advantage of that.
- Future events include Bruster's.
- Debbie B. recommended a Sonic event.

Refunding (Debbie Barth)

- The Boxtops contest has begun! It runs through February 16. The classroom with the most submissions wins a pizza party OR a movie with popcorn. There is a link to the submission form on the H&SA website. <http://evanshsa.org/forms/Boxtopscontest2012.pdf>

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- There are 2500 Campbell's Labels for Education ready to be submitted. We have roughly 20,000 points. If you have the special redemption form that was in the Philadelphia Inquirer and offered 100 bonus points, please submit it (even **without** any labels) by **March 31**.
- If you are bringing ink cartridges directly to Staples to recycle, please use the H&SA's account number, which is: **352 053 4920**
You can also bring used ink cartridges directly to school and Debbie will pick them up.
- If you are submitting Tyson A+ labels, please submit the entire label with the A+ on it.
- There are 108 cards registered for the Giant A+ Rewards program. It is not too late to register your card if you have not done so already. Currently we are in 5th place with area schools and have earned \$994.61 to date. This program runs until March 31, 2012. The H&SA needs to promote this program heavily at back-to-school events next year to get folks signed up sooner (even though registered now will need to re-register in the fall).
- There are 60 cards registered for the Target rewards program. We have earned \$661.53 to date. Keep in mind that you do not have to have a Target credit card to earn 1% for the H&SA; you can also open a Target debit card to earn 1% for the H&SA (and 5% off of your order every time you shop).

Holiday Shoppe (Kathy Ricca)

- Kathy reported that students spent more than \$11,000.00 at the Holiday Shoppe. She also shared some improvement ideas for next year:
 - There should be more time in between classes so that shoppers are not rushed and so that volunteers have time to tend to inventory as needed.
 - Money should be sent in ahead of time, as it is for the Book Fair. The letter went out late, so some money came in on the day of the Holiday Shoppe.
 - Family Shopping Night should not be held on a Friday night. Most kids have done their shopping by then. Volunteers were there until 11pm.
 - There should be fewer price variations to allow for a faster check-out process. The H&SA is not looking to make a profit from the Holiday Shoppe, but rounding some items up/down would make things easier on the check-out volunteers.
 - There should be more than 2 chairpersons.
- Jen G. suggested that perhaps there should be fewer items that say "Mom" on them. Kathy agreed that the numerous "Mom" items made keeping track of them somewhat difficult.

FIT Nights (Jen Abbott for Jen Gallagher and Kate Nice)

- The first FIT Night will be an obstacle course held on Thursday, Jan. 12., at 7pm in the gym. Mrs. Polsz and Mrs. Mercer will be there to help chairpersons Jen Gallagher and Kate Nice run the event.
- Parents must stay with their children at all times.

SpiritWear (Marianne Leidelmeyer)

- The sales for SpiritWear were \$967.00 and they break down as follows:
 - \$629.00 from the sale of new merchandise in October.
 - \$338.00 from the cash & carry sale of leftover merchandise at various H&SA events.
- While new orders were down by \$160.00 from last year (\$790.00 vs. \$629.00), the total sales were up by \$177.00 over last year (\$967.00 vs. \$790.00).
- People liked having the option to select the text on the SpiritWear items.
- Only 10 bags sold, so next year the committee will consider a different small item to sell (such as water bottles).

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- There was a discussion about flipping the SpiritWear sale with the Fall Fundraiser, thinking that it would be mutually beneficial: perhaps there would be more excitement over the SpiritWear sale in the beginning of the year and there would be more interest in the Fall Fundraiser if it fell closer to the holidays. Marianne said the only drawback would be the delivery of SpiritWear items. Currently they are intended to be distributed to parents by the teachers at fall conferences (which makes delivery easy). However, she noted that most items are small enough that they could be sent home with children in their backpacks instead. (And apparently some teachers do this already anyway.)

Reading Phillies (George Booker and Kirsten Myers)

- Each child will receive an order packet on February 22.
- The sale will be promoted in one of the showcases (Kirsten to arrange with Jen A.).

Danceathon (Chris Sites)

- Winners were announced for the Danceathon. They were Mr. VonMinden's class and Mrs. Angstadt's class. Congratulations! Each class chose to have a pizza party (popcorn will be provided for those with allergies).

Family Fun Nights (Chris Sites and Jen Gutshall for Jen Soderman)

- Bingo Night will be held on Friday, Jan. 27, from 6:30 – 8pm. There will be celebrity bingo callers. Soft pretzels and water will also be available. A representative from Market Day will be there. Jen W. suggested placing recycling bins in the cafeteria so discarded bingo cards could be placed in the Abitibi bin outside.
- Chris reported that more than 170 kids and adults participated in the Family Ice Skating event over winter break. A big thank you to students from the Interact service club who helped with the event!
- The Spring Carnival will be held on May 18 from 6:30 – 8:30pm.

Directory (Sharon Mahan)

- Sharon will be sending out a mid-year update form. After some discussion, it was decided that a voice message will be sent out that directs folks to the H&SA website to get the update form (since e-mailing it may not reach the exact folks we are targeting because we may have incorrect e-mail addresses for them). Once the updates are received, the addendum will be distributed electronically for folks to print out at home.

UPDATE: After the meeting it was decided that, instead of a phone call, a half-sheet reminder directing folks to the website would be sent home with students.

Basket Raffle (Jen Abbott)

- The committee is finalizing the theme, which pertains to travel.
- There was some discussion about redirecting funds from the Basket Raffle to something other than playground equipment. Ideas are welcome. Some presented at the meeting were:
 - Jen A.: Electronic sign in front of the school (to replace the one that is there)
 - Tricia H.: iPads to help with payments for various things at events, such as the Holiday Shoppe, for one
 - Mrs. Havrilla: Smart boards for classrooms; wetlands improvements
 - Heidi T.: Grants that teachers could apply for (for classroom/supply/curriculum/event needs)

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Old Business

- Needing to protect the H&SA from incurring all bank fees due to an error on the part of a person submitting a check to the H&SA, a motion was made by the Executive Board to amend the terminology in Article IV Membership and Dues, Section 3 of the bylaws to include broader terminology so that it covers any and all bank fees (not just fees incurred due to insufficient funds). With a quorum present, attending membership voted unanimously to approve the revised Evans Elementary H&SA bylaws (Article IV Membership and Dues, Section 3).

Anyone who submits a check that is returned for insufficient funds will have to reimburse the Association for any fees incurred as a result of that check. If a second check is returned from a member/parent/guardian/etc. for insufficient funds, the Association will accept only cash or a money order from that person.

Anyone who causes the Association to have any bank fees applied to the Association's bank account(s) will have to reimburse the Association for the fees incurred.

- The New Business section of the October minutes was amended to include broader terminology re: bank fees incurred by the H&SA due to an error on the part of a person submitting a check to the H&SA.

New Business

- There was a short discussion re: a fundraiser with Kid Stuff books. For every 5 books sold, the H&SA earns 1 free book. Free books could be distributed to faculty/staff.

Motion to adjourn at 9:00pm by Debbie Barth and Sharon Mahan.

The next meeting of the Evans Elementary H&SA will be February 8, 2012.