

Meeting Minutes

August 4th, 2021

Attendees: Angela Mendenhall, Beth Pavia, Lizzy Vosseler, Joanna Dang, Caryn Lane, Mary Flores, Kim Guiley

Call To Order - 4:35pm

i. Introduction

From the Agenda written by Angela Mendenhall, “Welcome to our first post pandemic (are we really post pandemic??) Home and School Club Meeting. I have known and worked with all of you for a few years now, but I would like to take a minute to reintroduce myself and discuss what my personal goals are for this club over the next year.

I am Angela Mendenhall, mother to Asher (4th) and Serena (2nd). I work full time for Impossible Foods as their Senior Corporate Paralegal. A large part of my job there is to make process better. I hope to take some of that experience and bring it to our club.

Goals: I have not discussed these with any of you, but have been thinking a lot about this. Personally, I would like to set up processes and traditions and guides that can be duplicated year after year for ease of use, while encouraging new ideas, innovation, and updates. As the main purpose of our club is to raise money, I am setting a lofty goal of \$60k for the year.

Anyone else that wants to provide their “elevator pitch” about themselves and their visions for this year is welcome.”

Pleasantries were exchanged. Caryn Lane provided a brief update on various aide and teaching positions that have been filled and are open at the school.

ii. New Valencia Sea Star Logo

Six new logos have been generated, but we never selected and finalized the logo because of the pandemic. Angela proposes that we give Kim the executive power to finish up the design. Kim has the design files and will email two final versions for the H&SC to vote on.

iii. Website Content

Kim has volunteered to continue to run and maintain our website. We discussed various ideas for creating content on the site. Kim will post content, but does not

have time to be our content creator. Mary offered to look into classroom events to see if there are upcoming activities that we can post. Caryn offered to reach out to VAPA to see if they could pull a couple pieces of student art each month for us to share. We agreed to share any ideas we come up with at the next meeting.

iv.Spirit Wear

Darcy forwarded us an email with an online vendor she had looked into. We could also support a local business, The Print Gallery. Discussion followed regarding the pros and cons of local vs the online vendor. Angela made a motion to use the local vendor, Print Gallery, for our spirit wear needs. Lizzy seconded the motion and it passed by unanimous vote.

The plan is to mock up a couple of shirt / sweatshirt / hat options and make those available by order twice a year. Caryn suggested a 'Kindness Squad' shirt option for kiddos.

v.Drive for Schools

Lizzy had previously agreed to coordinate this fundraiser for 2021, so she provided a Drive for Schools update and we discussed our plan for this year.

We decided on the following:

1. We will no longer track student and classroom ticket sales totals and do away with prizes for top ticket sellers and top classrooms. This will make the fundraiser much less time consuming for the person coordinating it. This will also allow us to focus on achieving our fundraising goal as a whole school community. We will still hold our weekly grade level drawings throughout the fundraiser and at the end of the fundraiser for any student who sells at least 1 ticket.
2. We will have a school wide celebration (TBD) if we meet our goal. In place of awarding supply checks to the teachers of the top selling classes, we will stock the staffroom with goodies if the school goal is met.
3. Our goal for this school year is \$25,000. Part way through the fundraiser we plan to add an additional incentive for the school if we hit \$30K. We will still have the school wide celebration at \$25K.
4. Beth has offered to mock up and print new signs / banners to hang up at school.
5. Kim offered to help with the weekly drawing prize hand outs on Friday mornings.
6. Lizzy will be gone October 20th - 26th. She won't be here to run the final drawing if it's done that last week of school.

vi. 2021-22 Events Calendar

Angela brought up several events for us to discuss and begin planning for:

- August - September: Direct Ask
 - We will convert all Direct Ask donations of \$100+ into Drive for Schools tickets. Anyone who donates \$250+ will be entered into a drawing for the extra parking space.
 - Mary volunteered to write up the Direct Ask for the email blast and flyer.
- September - October: Drive for Schools (Goal \$25k)
- December: Pancake Breakfast (non-fundraising event)
- March: Spring Auction (Goal \$25k)
 - Mary has offered to coordinate this years Spring Auction.
 - We discussed the possibility of using the La Selva Beach Clubhouse or reaching out to the Community Foundation about using their space again.
- First Week of May: Teacher Appreciation Week (non-fundraising event)
- May: Run/Bike for Valencia (Aptos Schools?) / Festival (Goal \$10k)
 - Angela discussed the possibility of creating a multi-school event that involves a run or bike ride. Something that involves more of the community.
 - Briefly discussed the pros and cons of running a larger event such as the need for permits and the costs associated with it.

vii. Caryn Update

The school has not been given a lot of guidance regarding upcoming safety protocols for the new school year in light of the pandemic. Masks will be required indoors, in bathrooms, and in hallways. Masks are optional outdoors. Caryn is hoping to get more information that she can share with the parent community soon.

Only kinder parents can walk kids into school on the first day. Not sure what the drop off procedure will look like yet.

Class lists will be posted on Monday, August 9th at 5pm.

Meeting adjourned at 6:02pm.