

Pacific School PTA: General Meeting

February 23, 2017

Room 8

8:30 AM

Minutes

Attendees:

Mike Matthews

Bill Fournell

Jennifer Williams

Rhonda Steinberg

Erin Gordon Grady

Erin Levin

Birgitta Istock

Donna Hughes

Allison Santa Ana

Jill Barrett

Terri Warren

Heidi Thompson

Tiffany Levy

Kate Malik

Angela Nelson

Jennifer Matsler-Koch

Isobel Hoyle

Shawne Spelke

Carrie Wetsch

Sharon Maulem

Julie Johnson

Summer Sheets

Vickie Watley

Call to Order: *Erin Gordon Grady and Erin Levin, Co-Presidents*

Erin Levin called the meeting to order at 8:35 AM.

Superintendent's Report: *Dr. Michael D. Matthews, Superintendent*

We are preparing for next year – the budget is the big problem. In terms of per student monies, California is ranked 6th from bottom and Manhattan Beach is 6th bottom in state. To address funding issues, there are three approaches:

- 1) Politically:
- 2) MBEF.
- 3) City Shared Use Agreement (challenging negotiations).

There is a Legislative Forum tomorrow @ 8:30 breakfast/9:00 meeting to discuss relevant issues with all candidates. We are pleased with Rhonda Steinberg's work here at Pacific. Overall: there is nothing dramatic next year. There are two areas of particular interest to Pacific pending Board Review and Budget: Request for Assistant Principal (shared with Grand View) and Request for Makerspace Teacher (each site). Today is district-wide Makerspace Open House from 1-4 PM.

We want to support the city. And the city says it supports us. However, we need money to support our schools. Beverly Hills, for example, gets close to \$2million/year from the city. There are

consequences and costs for letting the city use our facilities – and we hope city council will step up and help us.

Cost of full kindergarten should be minimal. No new teachers – just more supplies and possible playground changes. It's all about enrollment – to determine what changes need to be done.

City council election is important. We can't recommend but know you will choose carefully. Please VOTE!!

Costa Rankings. We are 63rd in the state. Mira Costa is still Top 5%. There are over 950 schools in California -- and approximately 1500 high schools total. Many of those on yesterday's list are magnet schools with kids who get great test scores. Another factor could be our data. We are checking our graduation data – and they think it is higher than 95%. Another factor is that this survey counts percentage of seniors taking AP tests and passing. Palos Verdes is ahead of us...and it is very AP heavy. Our number has just increased 48-61 percent. Another factor is in Niche rankings -- schools score higher by having diversity. We have one of the least diverse populations in the state. So, in contrast, at Newsweek we rank higher because diversity is not included. We struggle with wanting students to take more APs – but are also committed to reducing stress. We have added a variety of very popular AP classes – Stats, Psychology and Environmental Science. Sadly, AP US History is very hard so kids shy away from it.

Communications: *Jennifer Matsler Koch and Isobel Hoyle*

We are in the process of creating a Facebook page. The main purpose is simply to provide another way of communicating – not chatting and posting – to parents. Isobel created the group so she can moderate any conversation and immediately remove any inappropriate comments. There are also concerns about privacy – so they will create a “closed group”. Only accepted members will have access. Content should be from eblast. Photographs can be included because private. But not used until reregistration (specific check boxes). Add content in same way as eblast. Submit through web site. Once a week. Grand View has a Facebook page but doesn't use it. We are first one starting it – since everyone has a lot of questions.

The secondary purpose is....community building. Also we would like to include longer stories and sharing pictures – things we don't want to clutter eblast. Hopefully more focus/attention because one story at one time. Ideally make searchable for current things....”day of” dates/times.

FYI: To view all web site content, you must be logged in to see. The purpose of the log in is to provide a shield from where everyone is meeting. Protect PTA Board emails – as well as general

personal information and privacy. Another local school was almost scammed out of money by using information gleaned from web site.

Expanding access to Facebook page to Grandparents/Nannies will require special request and their own password/register. Could work off Emergency List.

School Board Update: *Bill Fournell, School Board Member*

Change in election cycle. SB14 was passed by governor and legislature to increase voter turnout because there is significantly less turn out in odd years or spring. There are 25k registered voters (20k turned out for president -- but odd year significantly less (5K voted). Higher percentage of seniors vote when smaller turnout....therefore, vote changes. So to get to an even year – a) extend current board (2018) or b) extend terms of candidates who are running (2022) which pushes out time of compliance....but allows people to plan accordingly. Money is issue. Flat costs -- so we will save \$100,000 to switch to even elections (because we share costs with other votes).

Budget. Changed formula. Revenue based on “unduplicated account” which is percentage of students who are on free reduced lunch or foster children. Our monies are significantly below because we have very low unduplicated count at 3-4 percent (vs. Lennox at 96 percent.) They get more (above CA average). Gave money to general fund/local control vs. categorical funds (for special needs) – which we didn’t get. Structural expense has gone up. Pensions were underfunded....Governor says need to increase pension funding.....and pushed to local districts. Health care and salaries go up too. No furlough days (which shorten days). Maintain class size. Once got CIF back, we were able to give salaries back. Aligned our teacher salaries with peer schools at top – not above. MBEF is key – 10 percent. No parcel tax. Revenues and Expenses shown on slide show.

Balancing the budget. Reduce by attrition. Manage expenses. Needs to manage budget for future.

City Election. Covered by Dr. Matthews.

Bond Project. Thank you for passing two bonds. 21 architectural bids submitted. Panel reviewed and narrowed to 7. Separate architectural and engineering firms for gym and educational facilities. Construction costs 2x vs. previous bb bond. Three firms/5 sites. Staging of different projects.

Gym can go faster because its a specific thing and area less impacted. Year of community and architecture input. DSA (dept state architect): 18 months to get plans approved. 2 years before break ground.

MBX: *Jennifer Williams, Executive Director MBX*

What is MBX? Independent from MBEF. No separate appeals – Organization that provides everything that would not be here unless parents paid for it...organizing body for summer school, umbrella for 39 costa booster clubs (hold money, transparency, not pay to play, set up online payment) AND after school enrichment at all elementary schools. When we make profits (from summer school) we accumulate it over time and then return to schools for facilities project. Currently, supporting the Meadows Turf project. \$2M. Also handle maintenance of Waller -- resurfaced track and soon to return Costa football stadium. And will be helping with Bond/stadium project – very integrated with school.

After school enrichment. Focus has been to review classes at each sites – at District request. Raise caliber to “gate” level or higher learning and more available. GATE enrichment classes – open to anybody this year –but didn’t fill spots. Used to be full classes. 6 new ones at Pacific. 4 are very full. When make profit – 20 kids, overage goes to general MBX. Only made \$7,000 district wide. Raise caliber, more kids, more revenue, more give back.

Web site is challenging to navigate. Using “Active” as payment system. Same as city. More robust registration system. Booster clubs will get “clearer” receipts. MBX offers service – doesn’t not make money on cheerleading camps, for example.

MBX manages Waller Stadium. Conversation to expand....well connected and running programs. Transparent. Could manage other fields.

Pacific PASE Classes: new classes, more keyboarding, highlight “learning” classes, add different days, use school computers, rename keyboarding to “test prep”. Looking for ideas....and class with at least 5. Contact Jennifer or Nancy (finds classes and creates schedules).

Started this year – few select classes at different sites. We are big so start here. Included cross-enrollment – encouraged by gate and district. Lost cache when not labeled or exclusively GATE.

Principal’s Report: *Rhonda Steinberg, Principal*

All day kinder: 30 classrooms, 3 kinder + TK (moving to Pennekamp). On target for 4 kinders.
Security: hockey sticks removed . Incident was not caught on camera.

Approval of Minutes: *Birgitta Istock, Recording Secretary*

Birgitta proposed approval of the minutes from the November 3, 2017 General Board meeting. Donna Murphy seconded. No Discussion. All in favor. Approved.

Treasurers' Report: *Terri Warren and Faye Cavanaugh, Co-Treasurers*

Reviewed transaction reports for the last 3 months — includes expenses (e.g. School supplies, Assemblies, PTA closet shelving, field trips, parent party, security cameras, PE supplies and Makerspace). and income (e.g. gift wrap, school supplies, corporate matching, fall book fair, movie premiere as part of Parent Party, student store)

Budget-to-actual: a little under budget on fundraising – but still have three more, including Parent Party. Great membership drive – and over budget by \$43,900.

Expenses: \$200K expenses still to come for enrichment assemblies, professional development, school supplies, along with \$50k technology bill from District.

Balance sheet: \$388k in bank.

Terri Warren proposed approval of the budget and the motion was seconded by Tiffany Levy. All in favor. No additional discussion. Passed.

There were several budget amendments discussed totaling \$33,400 over originally budgeted amounts. This less than the excess we raised over the budgeted amount for Membership drive this year. In addition, given revised budget we would still have the 100 percent (of a year's operating budget) in cash reserves.

Terri Warren then proposed approval of the following budget amendments:

- Cover expenses for a second field trip for each grade \$16,000
- Purchase cafeteria umbrellas (vs sun shade that was previously approved for \$80K) \$10,000
- Increase Parent Party budget by \$3000
- Purchase of additional Gaga Pit for \$3000
- Increase Movie Night budget to cover cost of candy (previously donated) \$1000
- Increase Membership budget by \$250
- Increase Gift Wrap fundraiser budget by \$150

Allison Santa-Ana seconded the motion. All in favor. Approved.

Presidents' Report/Programs: *Erin Gordon Grady and Erin Levin, Co-Presidents*

•**Makerspace Open House.** MBUSD Board, administration, school principals and teachers invited to learn more about our Makerspace program.

•**Garden Education Program.** Need volunteer for “education” piece.

•**Student Council.** Second election of the year. High participation.

•**Summer Service Opportunity:** Jill Willard and Summer Streets work with Good Foundation (see flyer). Goal: help families with basic level needs, focus on families from zero to 14. Ambassadors for each school – start next year --- February 28-March 15. Drive: new or gently used children’s. on the March 16th bundling party and then send to partners who deliver to families.

•**Open house/art show:** Johnny Rockets (no grill – bring precooked meals)

•**Science Night:** April 26

Nominating Committee: *Donna Hughes*

Looking for volunteers to fill PTA positions: Recording Secretary, Assistant Treasurer as well MBEF Representative. Donna Hughes proposed approval of the 2017-2018 Nominating Committee. Tiffany Levy seconded. No discussion. Approved.

MBEF Report: *Monica Brudenell-Lachance, Rupal Parekh, Jania Fox and Kate Malik*

As of the last report, MBEF was \$122k below the \$5.2 ask. Donations continue to trickle in since “close”. The “Tell us why” donation survey – leads to bump in donation. Largest participation: Pacific (probably because of successful platinum program.) GrandView way below. Every Pacific class made target. Four were at 96 percent – one class made 100 percent. Mrs. Stelter, Mrs. Stern, Mrs. Diamond and one other – only had one family that did not participate. Two week extension was helpful.

Legislative Report: *Kate Malik*

Candidate Forum: 9:30-11:30 AM

Looking for volunteers.

Fundraising Report: *Susan Allen and Tiffany Levy, VPs of Fundraising*

•**Parent Party:** Sold 85 tickets so far – wants to sell 300 tickets. VIP parties coming in....wanting people to commit.

•**Jogathon** rescheduled due to weather.

•**Fence post painting.** Working on details, such as better marketing. Start with 5th graders who want to leave their mark. Concern of using as day care. Garden committee wants to pay using sign-up genius/checks. This is not babysitting; kids cannot finish and then leave.

Volunteers' Report: *Jill Barrett and Leah Niehaus, VPs of Volunteers*

Two weeks ago Chairs sent out email to see if people were/weren't coming back. There are 20 open position – chair and otherwise. Compiling list and seeking individuals. New people taking over for Jill/Leah. Lots of changes as people move positions. Board positions go through nominating committee which was previously black box. Set up Open House table to seek volunteers.

Adjournment:

Erin Grady adjourned the meeting at 10:43 am.

Next General Meeting:

May 11, 2017 (6:00 evening)