



MVSEG Meeting Minutes

Wednesday, September 14, 2011

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1. Welcome and Introductions:

Benita Spector called the meeting to order at 7:08pm. Claudine Czerny introduced all of the officers and welcomed new parents and returning parents. She provided a summary of what MVSEG funds and what the goals are. Huge goal of raising \$285,000 this year to fund programs we're budgeting for.

2. General Business:

a. Minutes: Harriet Yoergler moved to approve the August minutes and Melanie Rhalter seconded the motion. Mrs. Choe noted a change in item C of the August Minutes. The minutes stated MVSEG paid for the gifted training for the teachers, and the PTA actually paid for it. There was a motion made to approve the minutes with corrections. Harriet moved to approve with corrections, and Melanie seconded.

b. Treasurer's Report: Mike Spector shared the Treasurers report. Already wrote a check for \$28,000, which was the first of three installments for the new computers MVSEG is funding. Also had to pay LAUSD \$30,000 upfront, which we don't normally pay until November or December, so cash is lower than usual at this point. The beginning of the year gift for the teachers will go out next week. Claudine mentioned that the three installments for laptops will be once yearly for three years (not three per year).

Treasurer's Report Summary – July 1, 2011-September 14, 2011

Net Receipts:		Program Expenditures:	
Phon-A-Thon	86	Music: Assemblies	0
Silent Auction	(1,750)	Music: Materials (Donation Carryover)	0
Party Book	1,079	Visual Arts Teacher + Materials	0
Gift Wrap	0	Playground	0
Spell-A-Thon	330	ETC –(new equipment, cartridges, enrichment, professional development)	28,634
Scrip	1,090	Kinder Aides + Teacher Aides	163
Big Boo Raffle	485	PE Instructor	0
Big Boo Boo-Tique + Other	0	Computer Instructor	8,000
Restaurant Night	0	Student Activities Coordinator	0
Power Broker	0	Tutoring Coordinator + Homework Club	11,289
Talent show DVD sales	20	Librarian	11,580
Photo Fundraiser	0	Science Aide + Supplies	7,818
Spirit Wear	(3,003)	Teacher Funds	0
Other Donation	160	Field Trips	0
Green Dolphin	300	Community Day	0
Emergency Kits	0	Landscape Maintenance	390
Interest Income	52	Dolphin News	0
Tile Program	0	Publicity	0
Library Bookshelf Donations	0	Website	46
5 th Grade Culmination Donation	0	Growing Great	0
Fundraising Total:	(1,510)	Misc. Admin	90
Balances:		Total Current Year Funding:	68,010
Cash Balance:	127,122	Prior Year Commitments	165
Scrip-on-hand:	5,024	Total Fundings:	68,174

c. Principal's Report: Mrs. Choe reported: First week of school has been fabulous and the office staff has said this has been the smoothest opening yet. Thanks so much to all the parents who helped clean up over the summer. Teachers are overwhelmed with all of the program schedules we're lucky to have due



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to all the fundraising efforts of the parents. We'll have music 2 days a week (LAUSD provides 1 day, and MVSEG pays for 1 day). Some grade levels will do half a year, (K, 2, 4, 5) and some will get music all year (1,3). The district will provide 1 day of dance all year and 1 day of theater for the second semester, to infuse additional arts into the curriculum. Music starts tomorrow with first graders. Dance begins September 21st for certain grades. The 5th grade and Mrs. Winston's 4th grade class opted out of dance due to other time commitments, and in Mrs. Winston's case due to the fact that she is a dancer who can infuse that into her curriculum already. So K-4 classes (except Mrs. Winston's 4th grade class) will get 9-10 weeks of dance. The Computer instructor, Scott Seagren, who is contracted with Planet Bravo, is already here, and we're very pleased so far. Computer classes will start Sept 26th if all goes as planned. The Science lab is all set up and classes are scheduled to start Sept 26th. Art classes have already started with Mr. Miceli. Teacher's schedules for all of these programs are in place for the whole school year. The Auditorium renovation still doesn't have a date set. Bungalow removal still awaiting progress as well, but those slated for removal will definitely be removed.

d. Teacher's Report: Ms. Jackowitz and Ms. Palman reported: there are several new programs and procedures in place and things are going smoothly. Thanked parents so much for all of their efforts. Mrs. Palman said she's still working out a routine, as the schedule is new. The enrichment schedule is already set and she really appreciates all of the arts. She also expressed thanks for Fabulous Fridays. Question was asked as to the teachers input into programs the board approves, and whether they think they get enough input, and the teachers thought they did. Teachers are getting used to the new language arts program, and parents will hear more about that at back to school night. Mrs. Choe mentioned parents can look up the program online, called Treasures. Speaking of websites, there are now separate websites for the MVSEG website (mvseg.org) and the school website (marvistaschool.org). On the new school website teachers have their own pages, so they can put their calendars, reading lists, blogs, etc. online.

e. PTA Report: Joey Brandt and Kristen Purcell reported: first meeting of the year was last Friday. They are looking for volunteers for the book fair, especially at back to school night. Grades K-2 will have back to school night from 6-7 and grades 3-5 will have back to school night from 7-8, so if you can volunteer during the hours you're not meeting with your teachers that would be great. The Big Boo will have some changes this year due to the planned bungalow removal, so if you have new ideas please let us know and help out. Huge thanks to Elaine for grant she got out a few weeks ago on Healthy living The first Fabulous Friday, September 30th will be hosted by MVSEG/PTA, so please sign up to bring something. Cafeteria supervision is going great, and we're looking for volunteers for October. It's better than it was in the past. School Cents is back on at Westside Pavilion, so please remember to show your receipts to the concierge so Mar Vista gets credit. Please turn in PTA membership forms and sign up as many people as you can to raise funds.

f. School Site Council and ELAC: Harriet Yoergler reported: SSC and ELAC orientation is Tuesday, September 20th at 2:45 in science lab. SSC is a school based group made up of an equal number of parents and staff (6 staff, 6 parents). They are elected members, and they have oversight over the categorical funds for the school (district money that has to be spent in specific ways, not fundraising monies). We don't get a lot since we're not Title 1, but they meet once a month, normally Tuesdays at 1:45, and discuss plans for student achievement. Tatiana Paredes reported on ELAC, which is for parents who have English as a second language. At Mar Vista we have about 15 languages represented. The



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district is changing its policy regarding parent participation and they will have an orientation meeting also Tuesday, September 20th. Elections for both groups will be held October 3rd.

3. **MVSEG Business:**

a. Phon-A-Thon – Jill Roe reported: Phon-A-Thon is the largest direct donation fundraiser during the year. Our goal this year is to raise \$90,000. Almost all of the funds go directly to programs, with a minimal cost to conduct the Phon-A-Thon. The dates for calls are Tuesday, October 4th and Wednesday Oct 5th. We serve dinner, and around 30-40 parents call each night from the Coldwell banker building on Bundy and Olympic, using a script to help solicit donations. At back to school night we will have a table as well, looking for volunteers and encouraging parents to donate now, rather than wait for a call. If you want to volunteer, please contact Jill Roe, Bruce Dembo or Harriet Yoergler, whose email addresses are on the documents. If you don't want to receive a phone call, send in a check, pledge, or credit card number prior to Oct 4th. You can drop off your donation in the wooden box in front hallway of school. Since the caller i.d. will show up as Coldwell Banker, Mrs. Choe will hopefully make an all call to parents to notify them ahead of time.

b. Online Party Book – Marie Duquesnay reported: Please visit marvista.onlinepartybook.com to find parties already scheduled and get ideas for parties you might volunteer to host. Parties range from kids parties to wine and cheese parties, to football, to Mom's night out. Always looking for party hosts and attendees, so please sign up to participate and make a donation.

c. Gift Wrap – Rab Brown reported: Innisbrook and Helen Grace sales start Monday, September 19. This fundraiser will run for three weeks. Rab is looking for volunteers Friday, to decorate the hallway, and Monday mid-morning to deliver packets to classrooms. At the assembly Monday they'll encourage kids with prizes they can win. The online catalog has more items than what you'll see in the printed catalog. If you have out of state relatives or friends, encourage them to order online, and items will be shipped directly to them, rather than back to Mar Vista.

d. Emergency Kits – Claire Horita reported: orders due today, and we currently have 65 orders. If we sell 200, we'll raise \$1200. Please get orders in ASAP so we can raise more money. Parents will get the kits at back to school night and can personalize them then. Emergency cards need to be returned and put in the kits as well.

e. ETC/Visual Arts – Melanie Rhalter reported: ETC stands for Educational Technology Committee. The school has undergone big shift in technology curriculum. MVSEG has funded a 3 year lease plan for 64 laptops (Macbooks) and an instructor to provide lessons on them. Students in grades 2-5 will now get year round technology instruction integrated into their curricula. K and 1 will alternate. All this starts once the new laptops arrive. As Scott teaches, teachers will get hands on professional development as well. Planet Bravo is the technology provider we've hired, and they are doing a great job. They don't start officially until Sept 27, but have been on campus already to work on IT issues. Once laptops arrive we'll need a few volunteers with trucks or vans to help transport the donated laptops carts from Culver City to Mar Vista. In terms of Visual Arts, students spend half a year in the art studio with Mr. Miceli, where the curriculum is based on process, the learning of techniques, and creating art. The students and Mr. Miceli also curate the school wide art museum at the end of the year, so every student is represented. Last year he got a grant for the 5th graders to go to LACMA and then develop a special



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culminating class exhibition using new arts materials like canvas board and photography. This year, he is weaving that curricula into his regular 5th grade instruction. New this year: MVSEG will have a Riches of Enrichment wall, on the big bulletin board outside of the main office to showcase all of the programs we fund and give Enrichment teachers a place to have displays as the year goes on. Volunteers needed to help set this up and maintain it during the year.

f. Spirit Wear – Lillian Matayoshi and Trish Koscheka reported: sales at the new family picnic were \$874. We always sell at PTA and MVSEG events as well as other school activities. New adult design will be presented at Big Boo, and it will be a limited edition to encourage purchases. This year we'll also offer a limited edition boys and girls shirt. All limited editions will be one color, so we make more money as the 9 color design costs more, so we don't make as much on that. We'll have some new items too, such as hats, scarves, etc. Also have something call heart wear, which will provide a spirit wear item for a child or teacher with donations made by parents and students. Mrs. Choe encourages kids to wear Spirit Wear to Monday assemblies, and to grade level assemblies. Lillian also mentioned the Shave Ice fundraiser scheduled all day Sept 19th, with 50% of the profit going to MVSEG. The Nail salon at Westside Pavilion, (where we earned \$110 over the summer) will continue to donate 10% of any service received through the end of the year, when the flyer is presented. If you go, remember to also give your receipt to the Westside Pavilion concierge so we get the School Cents credit as well.

g. Tile Wall – Jennifer Boulanger reported: We are soliciting corporate tiles for the first time this year. Students, family, and alumni business/corporate tiles will be discounted, and other business/corporation tiles will be full price. We need help with the corporate flyer, if anyone is graphically inclined. Family/Student tiles start at \$40 and range in price, dependent on size and style, up to \$300. They will be placed on the front exterior wall of the school. Former parent who painted them by hand has agreed to hand paint our tiles this year too. This will launch at the Big Boo.

h. Scrip – Mary Connor reported: Scrip is gift cards you buy from us and the school makes a percentage of money. The percentage made varies by store. Target is a recent Scrip addition, as is Sprout, the new store in Culver City. Order forms are in the main hallway, just fill it out, put in blue box and they'll fill your order. You can also order online. Also, Ralphs has a rewards program for the school, but you need to sign up every September (even if you signed up in previous years). Every quarter they give us money, and in second quarter 2011 they gave us over \$1000, so please sign up because it's money you'd be spending anyway. Mary will help you sign up if you need help; she also has quick scan cards, which is essentially all you need to do to link your rewards card with Mar Vista School. June through Sept they don't conduct this program, and you have to re-link your rewards card every September so they know you still want to be linked to Mar Vista. Details are also on the MVSEG website.

i. Dolphin News/Website – Rab Brown reported for Caroline DeVita: The Dolphin News comes out every October, December, March, and June, and it's an 8 page published newsletter with pictures. Caroline is responsible for getting content together and she's looking for content writers, designers and photographers. One critical need every issue is a Spotlight on a Staff member, so she's looking for one volunteer to do this (1 person to conduct 4 interviews over the course of the year). Representatives from every class can provide content, and submissions are welcome from students. There was a question on whether a 5th grader could do the spotlight on staff, and Rab will check with Caroline.



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j. Big Boo Raffle – Heather Turner reported: We have all of our sponsors, the tickets have been ordered and we hope to have them in students back packs by the 1st week of October to encourage ticket sales. Some prizes are already picked out for selling tickets ahead of time as well.

k. Green Dolphins/Science – Annie Barnes reported: Our Science program is a great hands on experience for students, and we have two Science Aides. She's also thinking about a Family Math and Science evening next school year and she's looking for a co-chair. Growing Great is a program for 3rd graders specific to nutrition education and gardening. She's looking for volunteers who want to help with that program. There will be a Green Dolphins committee meeting with teachers the 3rd Tuesday of the month to really try to infuse "green". Oct 5th is the first Green Dolphins committee meeting, and there's a blog you can check out.

l. School Cents – Benita Spector reported: School Cents is a program at Westside Pavilion where the school can earn prizes based on shoppers turning in receipts and asking to credit points to Mar Vista. There are other ways to earn points as well, such as signing up for School Cents, which earns the school 1000 points. Benita circulated a list to show who has signed up, and if you haven't, please do. If you sign up for Westside Pavilion emails, the school also gets 1000 points. Pammela Jackson said she signed up and hasn't received any emails, so it's not a deluge of email. If you "like" them on facebook in front of the concierge you get 500 points. Starting tomorrow, you get 10 points for every dollar you spend at Westside pavilion. 5 points for every dollar spent at Nordstrom and Macy's. Every month some stores have double points. In January the entire mall offers double points, so you can save all receipts and hand them in, in January. You also get your receipts back immediately. If you forget to turn them in while shopping, you can drop them off in the Mar Vista hallway and we'll take care of the, and we'll give the receipts back to you if you put your name and room number on them.

m. New Business –

1. Claudine Czerny reported on behalf of Elaine Coleman: The Grant Committee meets every couple of weeks, and the next meeting is September 20th at 6pm in the library. We won three Fedco grants over the summer for field trips, and the winning classes were: the entire 3rd grade, the Special Education class, and Mrs. Kirsner's 1st grade class. Happy to teach you how to write grants if you'd like to volunteer, or if you have grant writing experience that's even better.
2. Melanie Rhalter asked for volunteers with a van or truck to help move laptop carts that were donated by the Willows school.
3. Tiffany Fletcher with STAR, is happy to be back. The Enrichment class schedule will be in backpacks by Friday.
4. Marcia Hareh reported the PTA launched a 1000 page reading challenge over the summer and got a great response. Thanks for everyone's effort and participation. The drawing will be at the assembly on the 19th, and prizes were purchased with the Westside Pavilion School Cents money.
5. Elizabeth Sampson reported there will be a Souplantation restaurant night October 11th from 5pm-8pm at the Howard Hughes location, where MVSEG will receive 20% of the proceeds. You'll need to present the flyer in order for Mar Vista to receive the proceeds of your sale, and the flyers should be distributed and on the website soon.



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4. Additional Items/Announcements:

Next MVSEG Meeting:
Wednesday, October 12th 7pm

5. Adjournment: The meeting adjourned at 8:31p.m.

At the Meeting

Annie Barnes
Benita Spector
Beth Sampson
Bruce Dembo
Claudine Czerny
Caroline DeVita
Christopher Haresh
Claire Horita
Deborah Hirshland
Harriet Yoergler
Heather Turner
Hilja Jacknowitz

Janice Senit
Jennifer Boulanger
Jill Roe
Jim Wells
Joe Rassulo
Joey Brandt
Katherine Choe
Kristen Purcell
Lewis Grace
Lillian Matayoshi
Marcia Haresh
Marie Duquesnay

Mary Conner
Melanie Rhalter
Mike Spector
Pammela Jackson
Rab Brown
Robin Palman
Siobhan Stofka
Tatiana Paredes
Tiffany Fletcher
Trish Koscheka
Steve Hanna
Yerusalem Zecarias