



MVSEG Meeting Minutes

Wednesday, October 12, 2011

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1. Welcome and Introductions:

Benita Spector called the meeting to order at 7:06pm.

2. General Business:

a. Minutes: Mrs. Choe mentioned one correction on the September minutes. The school budget pays for the extra day of music, not the MVSEG. Correction was noted and made on the official minutes. Kristen Purcell made a motion to approve the revised minutes and Joey Brandt seconded the motion.

b. Treasurer's Report: Mike Spector shared the Treasurers report. Phon-a-Thon is going well. The Gift Wrap money hasn't been deposited yet, but reflects current activity. Lillian Matayoshi asked for the \$394 net from the popsicle sale to go towards the restaurant nights fundraising goal, since it was thrown due to the rescheduling of the shave ice fundraiser. Harriet Yoergler made a motion to accept the Treasurers Report.

Treasurer's Report Summary – July 1, 2011 - October 12, 2011

| Net Receipts: | | Program Expenditures: | |
|--|---------|--|--------|
| Phon-A-Thon | 46,393 | Music: Assemblies | 0 |
| Silent Auction | (1,750) | Music: Materials (Donation Carryover) | 0 |
| Party Book | 2,327 | Visual Arts Teacher + Materials | 2,622 |
| Gift Wrap | 0 | Playground | 0 |
| Spell-A-Thon | 330 | ETC –(new equipment, cartridges, enrichment, professional development) | 28,634 |
| Scrip | 2,404 | Kinder Aides + Teacher Aides | 163 |
| Big Boo Raffle | 639 | PE Instructor | 0 |
| Big Boo Boo-Tique | 500 | Computer Instructor | 8,000 |
| Restaurant Night | 0 | Student Activities Coordinator | 1,338 |
| Power Broker | 0 | Tutoring Coordinator | 11,692 |
| Talent show DVD sales | 20 | Librarian | 12,104 |
| Photo Fundraiser | 0 | Science Aide + Supplies | 8,409 |
| Spirit Wear | (2,505) | Teacher Funds | 5,600 |
| Other Donation | 494 | Field Trips | 0 |
| Green Dolphin | 300 | Community Day | 0 |
| Emergency Kits | 0 | Landscape Maintenance | 520 |
| Interest Income | 65 | Dolphin News | 0 |
| Tile Program | 0 | Publicity | 106 |
| Library Bookshelf Donations | 0 | Website | 46 |
| 5 th Grade Culmination Donation | 3,500 | Growing Great | 0 |
| Fundraising Total: | 52,716 | Misc. Admin | 120 |
| Balances: | | Total Current Year Funding: | 79,353 |
| Cash Balance: | 167,254 | Prior Year Commitments | 165 |
| Scrip-on-hand: | 7,414 | Total Funding: | 79,518 |

c. Principal's Report: Mrs. Choe reported: Thanks to all who have worked so hard on the Phon-a-Thon. The enrichment classes are going really well. The 68 laptops are not here yet, but she hopes to have them soon. Next Tuesday the Professional Development committees are starting, and will take place on the third Tuesday of every month at 1:45. The committees are; School Site Council, Gardening/Green Dolphins, Student Council, Technology, Arts and Enrichment, and Safety/Emergency/Playground. Please join if you want to be involved in any of these areas. Check in the office to find out the location of the meeting you'd like to attend. In terms of the Auditorium refurbishing, we've approved samples for the chair stain and iron work. The work will most likely start in the next week or so, and it's a three month



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process. Due to the refurbishment, the winter show will be held outdoors, or have the date changed. Parents suggested having the concert at another school auditorium for a one night concert.

d. Teacher's Report: Mr. Miceli, Mr. Roth, and Mrs. Winston reported: Mrs. Winston is extremely grateful for the donations parents have given for school supplies, and all the teachers are so appreciative. Mr. Miceli is so appreciative of all MVSEG does for the art program. Kids are opening up and having a great experience. The art schedule is really working for the classes. If you have any yarn you can donate Mr. Miceli can use it. Mr. Roth reported that the Special Education department has been totally refigured to better service the kids.

e. PTA Report: Joey Brandt and Kristen Purcell reported: The Big Boo is the biggest thing going on, which Aviva will speak to. In other PTA news, Middle School information night will be next week. The Summer Reading challenge lunch with Mrs. Choe was a big success for kids who read more than 1000 pages over the summer.

3. MVSEG Business:

a. Green Dolphins – Benita Spector reported on behalf of Annie Barnes: there are four Growing Great docents that will start soon. Uttara Natarajan mentioned they're still looking for a partner for CSA, just looking for someone to help out. It could be a great opportunity for Mar Vista families to have fresh fruits and vegetables delivered to the school on a regular basis, as well as the school to benefit from each box purchased.

b. Direct TV/Spreebird- Scott Bridges reported: these are new programs for MVSEG. The idea is to get every parent to sign up with an email address, to receive a daily deal. Every email address we get, MVSEG will receive \$1 for. If 80% of a class signs up, the teacher will receive a \$50 gift card for school supplies. Flyers will be distributed tomorrow. Every deal bought, we get 10% back on as well. Direct TV will give money to Mar Vista if you renew your contract, or sign up as a new customer. We get \$50 for contact extensions, and \$100 for new sign up. This will be true of friends and family too and there will be a flyer coming home soon with all of the details.

c. Tile Wall –Mary Connor reported on behalf of Jennifer Boulanger: flyers on the tile wall program will go home after the Big Boo, coordinating with the Dolphin news. There will also be a booth at the Big Boo.

d. Gift Wrap – Rab Brown reported: \$32,000 in gross sales right now, a little down from last year, and MVSEG will net about 40% of that. Rab requested help from about 5 people to count up classroom sales.

e. Spirit Wear – Lillian Matayoshi and Trish Koscheka reported: There will be a new kid's boy design and new girl's kids design. They are voting on the new limited edition adult design, and conducted a teacher vote yesterday, and they were split. Passed the two designs around the room and those present voted on the new adult design. The vote was revealed, and the tree design won. These limited editions will all debut at the Big Boo.

f. Restaurant Nights – Lillian Matayoshi and Elizabeth Sampson reported: The Souplantation fundraiser was well attended, and MVSEG will receive approximately \$220. The Shave Ice fundraiser is still in



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progress, and was well attended with the hot weather helping attendance. There are several more restaurant nights planned for November and December for CPK, Wahoo's and Marie Callendars, and the details on those will be provided as those dates get closer.

g. Emergency Kits – Claire Horita reported: MVSEG made \$1000 on Emergency kits.

h. Scrip – Mary Connor reported: Ralphs gave us over \$4000 last year just for scanning rewards cards, where shoppers had designated Mar Vista. This is very easy to do, and Mary has all the details if you haven't already designated your card. Every September you need to relink your card to Mar Vista. Vons is going to give us 10% of what you buy when you sign up your Vons card, until Oct 20th. Remember Scrip is great for holiday purchases and there are plenty of stores to fit everyone on your list.

i. Art/E.T.C. – Melanie Rhalter reported: 5th grade LACMA field trip is set. Planet Bravo has started doing tech stuff around the school. Once we get laptops we'll be ready to go.

j. Silent Auction/Party Book – Uttara Natarajan reported: lots of great parties going on and you can host one, and/or sign up for a party. We've already made \$2400 this year. Silent Auction planning meetings will start in November on Thursdays, and they're looking for additional volunteers.

k. Grants – Elaine Coleman reported: MVSEG won 3 Fedco grants for teachers earlier this year. The grant committee has been busy applying for more grants, such as 5 Azusa Pacific University grants for keeping history alive, 3 teachers applied for iPads, and some others applied for books, a National PTA grant, Whole Foods grant for the garden, and a Lego science and technology grant for \$10,000. The Getty grants we won last year we're resubmitting for this year. Health and nutrition, Physical Education, Science, Math, and Technology seem to be niche areas around grants. If you see any art or music options, please let us know. Trying to get more parents involved as our goal is to apply for \$500K of grants, of which we hope to get 10-15%.

l. Phon-A-Thon - Bruce Dembo reported: Thanks to all the volunteers we were able to call every family on the first night. Volunteers tried to call up to 6 times over the two nights, if the first call wasn't answered. Donations were made by over 40% of families, and \$58,000 has been pledged so far. The school gets 100% of the donation, so really trying to get 100% participation. We went out and recruited new callers who aren't involved in MVSEG too much already and it was very successful. Next month we'll have final numbers.

m. Big Boo – Aviva Levin reported: With the bungalows being removed, the haunted house needs to move. It will be indoors this year, and the plans are amazing. Due to the bungalow removal, the whole Big Boo map had to change. There will also be new games that will be attractive to older students and alumni. Because of all these changes, there have been a lot of additional expenses this year, so we really need sponsors. You can pre order your Big Boo shirt, with sponsors, (who contributed \$500 or more) listed on the back. If you have a company you're affiliated with who might be looking for inexpensive advertising, this is a great opportunity. We have a donor letter you can use to solicit sponsors if you have any prospects. Halloween Adventure on Olympic and Sepulveda is giving all Mar Vista families discounts. We'll also be having a shoe drive benefiting Soles for soles, and we'll give a prize stamp for every pair of shoes donated. They are looking for volunteers to handle ticket presales. An Idea was proposed to add a



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fast pass to the front of the haunted house line, as an item that could be purchased at the Silent Auction.

n. Big Boo Raffle – Benita Spector reported: raffle tickets sales are going well, with \$2000 already sold.

o. Boo-tique – Jasmine Jaffe reported: We have great vendors, and for every \$10 spent, you'll get a prize stamp.

p. School Cents - Kaz Saito reported: Westside Pavilion will be having trick or treating on Halloween, starting at 4pm and you can check in with the concierge, and the school will earn 500 points for every person present. When Westside Pavilion has Bonus points offered, those details will be posted on the school website and the MVSEG facebook page. You can always drop off your receipts from Westside Pavilion in the box in the main hall of the school and they'll be taken in on your behalf. If you want them returned to you, write your child's name and room number on your envelope.

q. Community Weekend –Lewis Grace reported: Community Weekend was moved to November 19th and 20th as the weekend originally scheduled was three day weekend. Planning meetings will take place the four Mondays leading up to Community Weekend. They will be getting teachers requests as well.

r. New Business –

1. Claudine Czerny introduced Maggie Storm, who has spearheaded the new website. We're thrilled to have her help and she's been a huge asset.

3. Libby Horn, professional photographer and Mar Vista parent, mentioned a photo fundraiser, where she'll donate part of the proceeds to MVSEG. This will take place Nov 5th and 6th, one studio setting and one location. She will offer a custom 8 x 10 print for \$50, and jpeg, and other images for an additional fee. Details will be on the MVSEG website. Last year \$800-1000 was raised for MVSEG.

4. Additional Items/Announcements:

Next MVSEG Meeting: Wednesday, November 9th 7pm

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

At the Meeting

Aviva Levin
Benita Spector
Beth Sampson
Bruce Dembo
Claire Horita
Claudine Czerny
Caroline DeVita
Elaine Coleman
George Hayashibara
Harriet Yoergler
Heather Turner

Jasmine Jaffe
Joey Brandt
Karen Hanckel
Katherine Choe
Kaz Saito
Kristen Purcell
Lewis Grace
Lillian Matayoshi
Maggie Storm
Mary Conner
Melanie Rhalter

Mike Spector
Rab Brown
Rob Roth
Robin Winston
Ryan Miceli
Scott Bridges
Steve Hanna
Tatiana Paredes
Timona Bridges
Trish Koscheka
Uttara Natarajan