

# PACA Meeting

May 21, 2008

## I. Welcome & Intros

Ken thanked everyone for their commitment to PACA and reinforced his eagerness to welcome all to make a difference. The theme is to LEAVE A LEGACY. Changes have been made and everyone is welcomed to come forward and make a difference.

Everything has been performed well in the past but new ideas can significantly improve upon them for the future. Meetings will be approximately an hour in duration 8:00AM, exception will be one evening meeting in the winter, outreach to parents who would like to attend. Introductions were given by parents in attendance, their children in Academy, and positions on the board:

Prabha Narayanan, Lisa Berliner, Ben Nicola, Jeff Jeffers Cindy Poehlmann, Linda Anderson, Katherine Mallory, Sara Browning, Miranda Cox, Norman Deena, Debbie Daoud, Rachel Lichten, Sarah Merkey, Janine Moulton, Lexi Lazarus, Lee Szkowny, Erich Hunker, Ken Brown, Steve Berger.

**II. Contact Information:** Two sets of rosters are provided (present and past). Purpose is to have new positions contact previous positions and gather the binders or just catch up to determine the details and/or expectations of each position. Please instigate that telephone call before the year end. Feel free to ask what their successes were, what they didn't achieve and how you can continue. New roster will be updated for 2008 and subsequently distributed. There are still some positions available and goal is to fill positions. Spring fundraiser needs chair people. We will be looking at names and welcome suggestions. Today's meeting is organizational in nature to prepare for the following year.

**III. '08/'09 Meeting Dates:** Second Tuesday of each month. 8/12/08, 9/9/08, 10/14/08, 11/11/08, 12/09/08, 1/13/09, 2/10/08, 3/10/09, 4/14/09, 5/12/09. December meeting will be the evening meeting. Please commit these dates (in pencil) to your schedule.

## IV. 5 Goals to work toward 2008/2009

**Make a Difference:** Leave Academy at a better position than we started in. Change that if beneficial to the school. Changes already made include:

*New spring fundraiser*, the annual antique show has been great(28<sup>th</sup> year), yet the return from the show has progressively declined and crowds and attendance has decreased, unfortunately this results in less and less generation of funding after expenses from the effort. With a new event the goal is to provide a renewed attendance. Renewed traffic can present the school and fundraiser with increased revenue. Antique Show has been fabulous with great equity in the community. It is time though to start a new tradition. This will be a one-time event as opposed to a three day event. It will be more inclusive in

terms of ticket prices as well as varying themes. Traffic is the focus. Event should have wide appeal as well. The more the attendance, the more the difference.

*Diversity on board.* Generation of new input and ideas may help to motivate new advantages for the school and as a result for the students.

*There is a head mom and dad, first time for upper school.* No phone chain, telephone chain responsibility is now relieved for parents. This allows parents to help liaison between administration and other parents to promote healthier communications. Goal is to make certain parents feel attached to the Parent's Association of the school. Debbie Daoud mentioned that volunteer forms are going to have names of parents identified and everyone is encouraged to contact parents that have not been contacted before for varying activities. We are eager to reach out and make families more aware. This includes having parents who are chairing the grades plan events in order for more familiarity. Encouraging the parent events to occur at the beginning of the year will be better served if planned for earlier in the year.

**Our Financial Goals:** is to raise more money. We are at \$197,000. We would like that figure to be greater.

**Communication and Awareness** We would like more people, both within the Academy as well as the outside community, aware of the thousands of hours of volunteer work that are represented in this association. Everything has been combined within the umbrella of the school. We must instill the pride of effort with the communication of individual's efforts. Communication of events will be forwarded to Shireen (Communications position). This will allow the information to be forwarded in a timely manner, by Friday afternoon. Bob Lee will distribute to parents via the Viking Voice communications every Monday afternoon. Each event should be communicated to the community at large to allow us to celebrate our successes. All information communicated will be forwarded to Bob Lee and he is the liaison to community newspaper as well.

**Insider's View into the School** Early grant season, allows teachers to ask and receive funding in the same teaching year rather than to wait until the following year. We hope to have a greater opportunity to see teachers and students during the process of these funding requests. It is invaluable to have the insider's point of view. You will hear not only from the typical administrator and faculty, but also the students about events and accomplishments.

Lastly, we will have fun!

8:45AM end of meeting will mean a picture.

**Enhance Parent/Board Communication and Awareness**

**V. New Business/Picture/Misc.**

*Athletic Directory.* Each year there is a Fall, Winter, and Spring athletic directory. 1200 published/ mailed directory will hope to become a coffee table item. Over 4000 eyes will be its audience. There are opportunities to expand and collect more dollars than previous years. Presently we are equal to the previous year's collection. Request is to dedicate additional new business from parents who request their ad funds to go directly to the Athletic Department. Ben Nicola has made a few changes to the process from previous years. The directory was not reaching homes due to the process of distribution. This year it will actually be mailed to Academy families. The goal is to make this publication more of a coffee table item and give more value to advertisers. The anticipated additional revenue from advertising can generate an additional \$10,000 worth of income to the Athletic department. The concerns voiced included indirectly limiting what parents commit to the Annual Fund. Parents have asked during the process of fundraising if their commitment would be directed to the Athletic Department. Coordination of the fundraising time is essential to keep from jeopardizing the process of the Annual Fund Campaign. The cost for postage would be absorbed by the funds generated as well. With the information provided, a motion was placed to pass this request. Ken Brown asked all who favor this motion to raise hands. Motion was passed.

Information regarding committee budgets will be distributed after the executive committee meeting; questions in the meantime can be directed to Lexi Lazarus.

Following the final business a group picture was completed of the new board members.