

## Matoaka Elementary PTA October 16, 2012 Meeting

1. Board meeting called to order at 6:40 p.m. In attendance: Karen Quinlan, Nicole Galindo, Karen Talley, Maubury Abella, Brandy Centolanza, Kim Holloway, Andrea Freeland, Debbie Erwin, Jill Bieri, Sandy VanLeliveld, Beth Robles, Sue Bornschien, Leanne Conrad, Christine Tirone, Christian Dunn, Michelle Alexander, Tabitha Richardson, Wilma Allen, Dan Fitzpatrick, Debbie Wright, Erin Otis, Anna Hughes, Andy Jacobs.
2. Minutes from the September 18, 2012 meeting on the website were approved.
3. Chesapeake Bay Experience: Jill Bieri with Chesapeake Bay Experience, a non-profit environmental education organization, spoke on the field experiences 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> graders will be doing in the spring. 3<sup>rd</sup> graders will be going to Little Creek Reservoir Park, 4<sup>th</sup> graders will be going to Jamestown Island and Powhatan Creek and 5<sup>th</sup> graders will be going to New Quarter Park. Fees per student will be \$15 for 3<sup>rd</sup> graders, \$25 for 4<sup>th</sup> graders and \$20 for 5<sup>th</sup> graders. Andy Jacobs said it would be about \$8,000 total for the field experiences, a portion of which he would like PTA to fund, if possible. PTA will discuss possible funding at a later date.
4. President's Report: The evening performance of Little Red Riding Hood was a success as well as the Matoaka Dads' Breakfast last week. 550 people attended the breakfast. It was a huge success. Anna reminded everyone of the deadline for the newsletter, now the 25<sup>th</sup> of each month; encouraged everyone to attend the Family Fun Night on November 2<sup>nd</sup>; and spoke briefly about fundraising do's and don'ts, which was brought up for discussion at the PTAC meeting this month.
5. Principal's Report: Andy Jacobs formally introduced new vice principal Sandy van Leliveld; said he was also pleased with the success of the cultural arts performance night and Dads' breakfast; announced that 220 students in grades 3-5 have signed on to participate in Matoaka's after-school enrichment clubs; and suggested that he would like this year to combine family fitness night with science, math and technology night, with a tentative date set for Feb. 12, 2013.
6. Vice President's Report: First deadline for box tops submissions was October 15; First Spirit night will be held on November 14 at Z Pizza.
7. Treasurer's Report: Karen Quinlan submitted a budget update through Sept. 28. No Discussion.

8. Walkathon: Thus far, \$900 has been collected online, and \$1,600 total has been collected for walkathon. Christine Tirone is in need of a few more folks to dress in costumes on the day of the event, as well as folks to help set up the day of the event. In case of rain, the walkathon will be rescheduled for Monday, Oct. 22.
9. Grocery Programs: Collection of Farm Fresh receipts is occurring slowly; Martin's has 89 members to date (last year's total was 77); Food Lion has 46 members to date, which exceeds the 25 member minimum needed to receive a check in January; Harris Teeter has 43 members to date (last year's total was 39). \$10 has been accumulated so far. Need \$250 for quarterly check, or they will wait until the end of the year to send a check; Target has 41 members so far, with \$163.85 accumulated so far; There are 352 points accumulated for Labels for Education so far. Kick off results: 69 forms have been received, up from 11 last year, a success.
10. Reflections: Submission deadline was October 16. Fran Metzger received 53 submissions, which exceeds last year's numbers and does not include another possible 25 submissions from teachers.
11. Membership: There are 377 PTA members so far, with a goal of 450. Membership committee will hold a contest in November to increase membership, with the grade level with the most members receiving an assembly from Zoo Pros and the class with the most members receiving \$50 worth of classroom supplies. Membership committee is also sending home a welcome packet with new students each month to encourage membership.
12. Matoaka Dads: 567 people RSVPed for the Dads' Breakfast on October 12, and 550 people attended the breakfast. Dan Fitzpatrick was pleased with the event, and thanked Sue Bornschein and Erin Otis for their efforts with the event, as well as other volunteers who helped with set up and food prep and the community businesses who supplied food, coffee and other donations for the event. Event ran much smoother than last year. Focus will now be on making the mystery reader program a success.
13. Healthy Lifestyles: Recipes that have been submitted originally for a recipe book will now be featured on the PTA website; a page for recipes has also been set up on Pinterest. Michelle Alexander encouraged folks to continue to send in new recipes. She is looking for healthy tips for Halloween; as well as nominees for the committee's Golden Apple Awards; on Thursday, November 8, there will be a chef demo featuring winter squash. Carter Mountain Orchard in Charlottesville would like to donate apples for Healthy Lifestyles week, and Michelle is looking for other community donations, with the goal of sending students home with a different piece of fruit each day of that week, as well as possibly pedometers.

14. New Business: In light of the national press coverage of the healthy lifestyles initiative, there was discussion about putting a PTA media relations policy in place. No decision was made; Karen Quinlan asked to amend the budget to separate line items for walkathon donations and walkathon sponsorships.