

**Pinchbeck Elementary School
PTA Board Meeting
October 15, 2009**

Present:

Jennifer Barnett
Jan Closter
Jeannie Drummond
Kirk Eggleston
Jennifer Emory
Liz Farber
Paul Fincke
Liesel Geiger
Cara Genovesi

Amy Gregory
Jennifer Haueis
Marie Hess
Heidi Jadowski
Robin Jager
Brooke Khan
Kim Kugelman
Kim Lesniak
Jessica McLane

Becky Myers
Alicia Shelton
Louise Stephens
Michelle West
Kelly Whitley
Petra Zerbst
Jim Hoffstedler

Opening: The regular meeting of the Pinchbeck Elementary School PTA Board was held on October 15, 2009, in the Pinchbeck library. Liesel Geiger called the meeting to order at 7:00pm. A quorum is present. Liesel clarified her role is to facilitate the meeting, not to offer opinions. The role of the board members is to offer feedback and suggestions.

Approval of Minutes: Jennifer Barnett moved that the minutes from the September 1, 2009 meeting be approved. Kelly Whitley seconded. The minutes from the September 1, 2009 meeting stand approved.

Officer's Reports:

President-Elect - Liz Farber reported for Yearbook. Jostens has been chosen as publisher. Price has not been determined. Email feedback to Jenn Harter or Kelly Faglioni.. They are looking for volunteers by grade level. (See attached report)

Vice-President - Kelly Whitley reported the first PERKS will be next week, K-2 on Tuesday, 3-5 on Thursday. Deadline for registration is Friday, Oct 16. Officer Stanley, former DARE officer, is a member of a Masonic lodge that offers Child Identification program. The program is free. They interview child, make DVD, take picture and finger prints. All information is returned to parent. Kelly would like to incorporate this into a PTA evening program.

Corresponding Secretary - Su Anne Blair passed around a sign up for bus driver appreciation. Mr. Eggleston was presented with a gift basket for Boss' Day.

Committee Reports:

After School Enrichment - Alicia Shelton reported that After School Enrichment started yesterday. We have 82 children participating. Everything went smoothly this first week. Some of the classes had light enrollment and we feel the economy and the timing both played a factor. Maybe next year it would be better to hold one 6 to 8 week session in the middle of the year. This would be off season for ASE programs, so maybe we could get better pricing. Also, it would be an in between time for most sports and maybe more children would participate. It wouldn't be another expense that families would have to pay for at the beginning of the school year. Brooke and I both received calls complaining about having to come up to school to sign up. We want to explore possibly doing an on-line sign up in the spring.

Arts in Education - Reflections projects due on Thursday, Oct 22, by 2:30, in the library.

Community Service - Michelle West reported on "Rays Reaching Out". The first event will be a canned food drive at the Carnival. The next event will coincide with Veterans Day and will involve a letter writing campaign as well as collecting small travel size items for service

men and women. She would like to get a calendar out with events for the entire year so families can choose one or two projects and not feel overwhelmed.

Membership - Amy Gregory reported the directories should be going out next week. (See attached report)

Electronic Newsletter - Heidi Jadowski reported the weekly electronic newsletter is being emailed to 392 addresses. She estimates the electronic newsletter is going to 253 families. Heidi is working to shorten the emails. Past newsletters are archived on the website. If a family is not signed up for the electronic newsletter they are not getting any information. Alternative ways of communicating were discussed. Posters announcing upcoming events can be hung in cafeteria or on PTA bulletin board. Contact Mrs. Carlisle to have event included in the morning announcements.

Hospitality - Please email Jennifer Emory and/or Jessica McLane if you use any paper products from the closet.

Outdoor Classroom - Jennifer Barnett reported that construction is completed. No news regarding the garden club grant. Jennifer would like to purchase some tools with the extra money. There will be a formal dedication in May.

Book Fair - The book fair is November 2-5.

Recycling - Cara Genovesi reported there is a recycling bin in the copy room.

Room Parents - Jennifer Haueis and Louise Stephens reported a good turnout for the room parent meeting. The grade level coordinator meeting is scheduled for November 11. There will be another meeting for all room parents on November 16th in the library.

Ways and Means - Becky Myers reported the Elks have agreed to donate \$1000 to the carnival. They will purchase food and cook it for us. The remainder of the money will go to expenses.

There are only 8 vendors for the Girls Night Out. Becky does not feel the evening would be a success with so few vendors. The board agreed to cancel the evening, maybe consider something in the spring.

Volunteers - Email Jeanie Drummond for volunteers on an as needed basis.

Principal's Report: Presented by Mr. Eggleston:

- Thank you for the gift basket.
- H1N1 vaccine on October 26th. Students in grades K-2 must have parent present during vaccine.
- Next week, sign up for conferences will begin.
- Promethean boards are being used in all four fifth grade classrooms.
- Oct 12, Donuts for Dads was a huge success. There were 150 dads. 50 dads signed up for Watch Dogs.
- Recommends changing name from WatchDogs to Pinchbeck Dads. Jim Hofstedtler agreed to represent Pinchbeck Dads on PTA.
- Liz Farber moves to add Pinchbeck Dads as a board position. Becky Myers seconds. The motion stands.

Housekeeping:

No election day bake sale this year.

Announcements:

- Oct 17 *Ray Day Harvest Carnival 11:00am-3:00pm*
- Oct 20 *P.E.R.K.S. (K-2)*

- Oct 22 P.E.R.K.S. (3-5)
- Oct 22 "Reflections" Entries due 2:30pm
- Oct 22 Spirit Night at Qdoba 5-7:30pm
- Oct 26 The Fantastic Mr. Fox Read Aloud begins
- Nov 2-5 Fall Book Fair
- Nov 3 Student Holiday
- Nov 5 "Reflections" reception 6:30-8pm
- Nov 11 End of 9-week marking period
- Nov 11 **Rays Reaching Out** – collecting cards and items at 5th Grade V-Day assembly
- Nov 12 PTA Girls Night Out Vendor Fair
- Nov 18 After School Enrichment ends
- Nov 19 Board Meeting 7:00pm
- Nov 20 Running Club ends
- Nov 21 Running Club at Godwin H.S. 10am

Adjournment: The meeting was adjourned at 8:13 pm.

Marie Hess

The minutes were: ___ approved as submitted ___ approved as corrected

Reports

Membership Report

- Current membership of 350 or 70%
- At this time last year, we were at 79%

Yearbook Report

	Jostens	Inter-State	Memory Book
Contact	Cathryn Wooton, Jostens Yearbook Specialist (804-747-7125) (804-304-7761 (cell)) (cathryn.wooton@jostens.com) jason.baranowski@jostens.com	Virginia Miller 1-800-451-0507 (x4414) vmiller@inter-state.com Inter-State Studio & Publishing Co., 3500 Snyder Avenue, Sedalia, MO 65301 (Fax: 660-826-3736)	Lois Niemann, Customer Consultant, Memory Book Company, 800-247-1526, 800-550-7129 (fax), loisniemann@memorybook.com , 3131 W. Main, Sedalia, MO 65301
On-line design tool available	Yes (entirely web based)	Yes (entirely web based)	Yes (web based)
System/ software requirements?	n/a	-High speed internet -Get PSPA CD from photographer (Lifetouch calls it a "no touch" CD)	- High speed internet - Get CD from photographer (they will upload); flow - multiple users - can't work on same page - advisor password + staff password (upload/create pages)
Latest date completed book is due	April 6-13 for May 30 delivery date (with a March deadline + April deadline for staged submissions) * (possible +1 week if delivery date can slip)	3/5/10 to get early submission 5% discount); otherwise: -hard cover is 11 weeks	- normal production is 8 weeks back from delivery date (*this gets us into early April)

	a week)	before deliver (this is March) - soft cover is 8 weeks before deliver (*this gets us into early April)	
Custom Cover	Yes	Yes	Yes
Custom space on inside front/back cover?	Yes at extra charge on either soft or hard (suggests "runner up collage" on back cover with blank end sheets for signatures)	Cover charge to print on inside front/back cover (charge by the "ink"/\$45 for 1 ink; \$85 for 2 inks, \$200 for full ink)	Yes -- \$335 for full color (depends on # of colors)
On-line order capability	Yes (including processing of charge cards)	No (deal only with advisors)	No (looking for next year)
Direct upload / storage of photos	Yes	Only via designated YB committee; but you can assign logins without "pages" Can upload as many as you like at a time	Yes Image share (can set up account # and password) (email parents/teachers the account # and password -- required field to name student/parent email/grade)
Categorization system for photos	Yes -- there is an image share site that allows uploading up to <u>10 pics at a time</u> -- cannot finalize without filling out a tag for the photo. Committee can view photos uploaded to image share site and drag to folders	You have to do categories -- choose pre-selected ones or start a new folder; Highlighter that shows which pics used	
Price for custom hard cover / color (84 pgs/400 bks)	\$23.31	\$19.46 if submitted by 3/15; otherwise \$20.43	\$17.42 if paid in full at time of submission (5% disc. and contracted by 10/15 for 2% disc) (Case bind); Otherwise \$18.70 (neither) or \$ 17.78 (5% full pymnt disc only) or \$ 18.33 (2% early commit disc only)
Price for custom soft cover / color	\$19.71	\$15.68 if submitted by 3/15; otherwise \$16.46 (Perfect bind)	Staple (free) Perfect binding (flat edge/glued \$1.05 per book) (laminated)
Year in review insert option/cost?	8 pages (adds \$1.15 to price per book)	8 pages preprinted at end of book (Time Trek supplement) \$.60 per book	\$.85 per book 4 page insert (doesn't take away pages)
Reputation / comments	Courtney Headley (217-9766) reference (from River's Edge Elem) -- reports positive experience with Jostens	Cindy Kiefer (269-0244) reference (from Carver Elem) - reports positive experience with Inter-State (though early submission date)	Asked for references
Commitment deadline that affects price?	No	No (unless sales rep says)	Yes: 10/15
Commitment	Submission date affects	Submission date affects	No

deadline that affects submission date?	<i>delivery date, and missed deadlines push delivery date or cause "late fees" to maintain delivery date</i>	<i>discount, but commitment date does not affect submission date</i>	
Commitment deadline that affects tool availability?	No	No	No
Final book order # due by	1/31/09	<i>December deadline for ordering enough covers -- cover ordered + estimated # books (if you need more covers when you submit in March, it is extra because covers have to go back to press)</i>	<i>Give estimate of pages/books when contracting (get sales stuff); have until submission to change pages or ## of books</i>
Other notes	<p><i>Page count drives price the most (about \$175 per page); Book orders can affect price -- think in blocks of 50 books.</i></p> <p><i>Typically provide 5 extras at no charge for school to give away. Usually print 10-13 extra to sell (but credited if they don't sell).</i></p> <p><i>Believes Short Pump pricing is:</i> <i>-\$20 early order/\$23 late order or</i> <i>-\$ \$23 early order/ \$25 late order</i></p> <p><i>**Cathryn is "local" and very helpful; willing to meet with committee, etc.</i></p>	<p><i>Sometimes have extras at end of year (could be 2 or 30; option to buy or not)</i></p> <p><i>Spoke with Alicia (Virginia was out) -- very helpful</i></p>	<i>Lois was on another line, but rep was very helpful</i>

The first advantage to using Jostens is that we pioneered the online page creation program about 8 years ago. That has given us time to work out the kinks (and believe me, newcomers to online page creation have KINKS:) and to add features every year that make the program more intuitive, allow more creativity, and help you manage the business side like no other program out there will do.

We NEVER have downtime where you cannot work on your book (except maybe a prescheduled Sunday morning at 2 a.m.), and we have live people at the end of our Tech Support phone numbers to walk you through something new or unfamiliar. We also have a record of 100% on time delivery of finished books.

The next advantage is what you mentioned about having an attentive set of Jostens representatives in your own backyard. We are available for training, advising, inspiring, encouraging, designing, and even a shoulder and a glass of wine if you need it:) I am the one who mainly works with our elementary schools, and I have been in your shoes before, so I have been able to walk people through every step of the process with an understanding of the specific challenges they face in the elementary school environment. I have also been able to provide original cover art and clip art (when schedule permits) to make one-of-a-kind books. We run several workshops and workdays right in the area throughout the year where you can get help and good ideas, and we are flexible to meet you on your schedule pretty much anywhere.

Not to brag, but we make you look good:) To your administrators, your parents, and of course, the kids.

Here's something to think about--a pattern I have noticed in elementary schools. The yearbook teams spend a lot of time trying to forecast what parents will spend, and they are very sensitive to economic issues. When it comes down to it, you would be surprised at how many parents go online to buy the book and then add \$10 of personalization and accessories on as well!

One thing we do with schools is to suggest an "early bird price" of something like \$20 through the end of the year. After everyone has had a chance to get it for that price, we increase to \$23, and then even charge \$25 when the book delivers for cash and carry.

Along these lines, the third advantage to working with Jostens is that Jason and I help you take the risk when you follow our lead on copy count and sales. That means if we look at your school with our experience and say we think you can sell 400 books with this pattern of promotions, and then you only sell 350, we will work with you on returns so the PTA doesn't go in the red.

I hope this, in addition to our conversation on the phone the other day, helps you make you decision. And I hope you choose to work with Jostens!

Adjournment: The meeting was adjourned at 8:13 pm.

Marie Hess

The minutes were: ___ approved as submitted ___ approved as corrected