

ROCK BRIDGE PTSA MEETING MINUTES

September 10, 2012

In attendance: Colleen Bartok, June Hurdle, Jennifer Mellitt, Vicki Brocksmitth, Elise Acton, Melanie Staloch, Julie Kalaitzandonakes, Laurie Reasoner, Kerry Maggard, Teresa Heim, Janet Murphy, Tamara Sundvold, Damascene Kurukulasuriaya, Sheri Aradini, Kerri Linder, Jodie Brand, Kay Hake, Kelly Pemberton, Kate Mehle, Della Streaty-Wilhoit, and Monica Widhalm.

President Colleen Bartok welcomed everyone and called the meeting to order at 12:05 pm. Colleen invited everyone to introduce themselves.

Secretary's Report - The minutes of the August 13, 2012 meeting were distributed electronically and available in print at the meeting. There were no corrections. A motion was made and seconded to approve the minutes.

Special Report – Kelly Sports Properties (KSP) representative, Dan Holt, presented an explanation of the contract between Columbia Public Schools and KSP. The contract is for KSP to market the intellectual property rights for use of the rights, names, and logos of the Columbia Public Schools high schools similar to what is done by universities. This involves developing partnerships with companies to provide products and services to the school district in exchange for exclusive advertising rights. This program allows for about 25 businesses to purchase advertising at several different tiers for advertising at football games. He explained that these are business relationships that allow opportunities to advertise and are not donations. The partnerships are limited to 50 companies, 30 with priority placement. These companies can be seen advertising on the home page of www.bruinathletics.com. Information and order forms are available by clicking on the advertiser's box. It should be noted that some advertisers are local businesses and other have national corporate names, however the arrangements are made with local franchises of the national companies so the benefits of the arrangements stays within the local community. So buying from companies such as Papa John's and Subway really do benefit the local businesses and the local franchisee is the business that is providing the discounted goods, services and paying for advertising dollars.

Dan explained that school booster groups such as athletic or music boosters may still do their own fundraising. The companies that KPS have contracted with are on a "no call list" so as to not be approached multiple times after making a substantial multi-year investment in CPS; however he acknowledged that some individual businesses may want to make an additional contribution due to their personal affiliation with a specific fundraising effort.

He explained that the funds raised through the KSP marketing efforts will first pay for capital expenses such as the new advertising scoreboards on the football fields of RBHS, Hickman HS, and eventually at the new high school field. Funds then will be distributed to a long list of athletic and student groups at each school to allow for ongoing funding of these programs. The efforts should reduce these businesses receiving fundraising requests from multiple groups from multiple schools and level the playing field for what is received for advertising dollars.

Some of the companies that KSP has secured are Coke, Adidas, Subway and Papa John's. Adidas apparel is available with the official logos from Missouri Cotton Exchange at

discounted prices. Subway and Papa John's orders may be placed by going to www.bruinathletics.com.

Dan also explained that KPS pursues out of state businesses that prey on local businesses by contacting them to purchase advertising on t-shirts then mailing unsolicited "free" shirts to schools with these company's logos on them. These companies do not have permission to use the logos of the local schools and the advertising money does not stay in the community.

Dan introduced Jamie Lexvold, Director of Operations for Papa John's Central Missouri franchise, who explained how they are holding CPS activity fundraisers four times a year, the first scheduled for September 30 – October 5, 2012. During these promotion weeks the public can get 25% off pizza orders by ordering on line and using the code CPS25. The company is also offering 20% orders for athletic group orders throughout the year as well as free fundraising cards that can be sold by groups for fundraising purposes.

It had previously been promoted that people could ask their friends and relatives from out of the area to use the code to place orders for the benefit of local schools, but it was clarified that the code could only be used locally.

Papa John's also provides large pizzas for a discounted price of \$7 per pizza to athletes, teachers and other groups. These can be ordered in advance for delivery or pickup before events or to be delivered to an away game location. Orders can be made at www.bruinathletics.com. In addition to this service the Papa John's contract includes an added value of \$9,000 to Columbia Public Schools.

Treasurer's Report – Kellie Pemberton presented the 2012-2013 Proposed RBHS PTSA Budget. Each line item was reviewed. A copy is attached. It was noted that InfoBruin emails at a cost of \$252 has been added to provide daily school announcements via email to parents, students and others that register to receive them. Constant Contact is providing the service of creating and making changes to the email list and sending out the emails. Senior Awards is for five PTSA scholarships in the amount of \$200 each awarded to seniors at the end of the school year in the Salute to Seniors Award Ceremony. D.E.A.L. Counselor line item is for the Drug Education and Alternative Learning Counselor services that includes counseling services to students and will be adding parent education sessions this year. The school asked for PTSA's assistance in producing an updated informational brochure about the school that will be used for incoming freshmen, sophomores and other new families. It has been the practice to update the brochure every 3 years to provide up to date information. It was noted that committees may spend up to the amount shown on the budget, but anything over this amount would require a vote by the PTSA. A motion was made and seconded to accept the proposed budget. The proposed budget was passed unanimously.

Structure of Meeting Motion – due to the length of the meeting at this point a motion was made by Della Streaty-Wilhoit to notify members if the PTSA meeting will include a guest speaker that will extend the length of the meeting. After discussion the motion was amended by June Hurdle and seconded by Kate Mehle to 1) alert membership in advance of the meeting if the meeting would include a guest speaker and as a result may extend the length of the meeting, 2) limit the guest speaker's presentation time (to be determined by the president) and 3) alert the speaker in advance of the meeting to inform them of their time limit. The amended motion was approved by all.

Administrative Report -

* Mr. Bones thanked the PTSA for the Back to School Night Dinner that served 90+ faculty and staff before the event.

* He noted that the Homecoming Dance was schedule for after the homecoming game on October 12, 2012 from 9 – 11 pm. Some parents asked him to look into extending it to 11:30pm.

Committee Reports

Reflections – Della Streaty-Wilhoit announced that the PTA Reflections theme for this year is “Magic of the Moment”. The 50 PTSA Reflections binders will be updated with new information and distribute to teachers that have classes related to the arts so they can encourage their students to enter the competition.

College and Career Village, Friday, October 5, 2012, 9:15 – 11:40 am - Colleen announced that Sarah Hill, Kate Mehle, and Tamara Sundvold were serving as chairs of this committee to assist the counseling office that is putting on this event. The committee reported that presenters, volunteers and a presenter hospitality table were needed. Anyone with ideas for presenters should contact Rachel Reed in the counseling office immediately. Watch your emails for a volunteer signup.

Newsletter – Teresa Heim thanked those that helped with the last newsletter and noted that the next newsletter deadline was October 10, 2012. Information should be submitted to Krista Albrecht, Mr. Bone’s admin. Asst. The newsletters that are not electronically mailed will be prepared for mailing on October 17 @ 1pm in the PAC lobby.

Bruin Grants – Kay Hake reported that an updated grant form has been circulated to teachers who may apply for grants for special needs or projects up to \$200.

Staff Appreciation - Vicki Brocksmith thanked those that helped with the back to school night dinner. She asked those that wanted to help with future events to forward an email to her or the building volunteer coordinator or to be added to the staff appreciation email list Please watch your emails for opportunities to help with future events.

Membership – Sheri Ardini and Kerri Linder reported that they currently had 483 memberships and would be attending a staff / teacher meeting on Wednesday to hopefully to encourage them to purchase memberships. It was suggested that the membership form for next year be revised to include one general donation line that can be used for teacher supplies and PTSA in general. It was suggested that this year’s donations to teacher supplies on membership forms could be applied to fund Bruin Grants

Concessions – Melanie Staloch, Monica Widhalm, Shelly Croteau – It was reported that sales were good and that there were no complaints about the slight increase in food prices. It was noted that additional concessions may be possible with the addition of football playoff games that may be held at RBHS and the addition of the Bruin Quad Volleyball Tournament on October 6th. There are some problems with the Coke supplier, but those are being addressed. It was noted that water is donated to the RBHS band at home games from the RBHS PTSA concession stand.

Athletic Booster Club – Laurie Reasoner, Kay Hake (For the Love of the Game Fundraiser)

Booster passes are still available. They provide access to all home games including the Providence Bowl this year. Replacement cards are available for those that are lost or destroyed. The Joe Machen's Drive For Your School is scheduled for September 11, 2012. The dealership will donate \$20 (per household) for everyone that test drives a vehicle on this day.

Music Booster – Kerry Maggard was welcomed as the reporting parent for music activities at RBHS. The Emerald Regiment (director Steve Mathews) marching band's first competition will be Sept. 22 at St. Charles West HS. Orchestra (director Jeanne Lambson) concerts are scheduled for Oct. 16 at 7pm in the PAC and an Orchestra/Choir program will be presented Dec. 18 at 7pm in the PAC. The fall choral concert (director Mike Pierson) is scheduled for Oct. 18th. The fall musical "Urinetown" will be presented Nov. 8-11. The Jazz Ensemble will perform at and at the Jazz Education Network International Conference in Atlanta, Georgia on Jan. 4, 2013 and at the MO Music Educators Association Conference on Jan. 24, 2013.

Hospitality – Elise Acton, Laurie Reasoner will work with the Career Fair to provide a hospitality table if needed.

CCPTA - June Hurdle – no report

Teacher Supplies – Tamara Sundvold - no report.

Valentine's Day – Kay Hake, Suzanne Howser, Leah Johnson – no report

Website - <http://www.columbia.k12.mo.us/rbhs/> is the link to find daily announcements, upcoming events, PTSA monthly meeting minutes, and much more.

Building Volunteer Coordinator – Colleen Bartok reported on behalf of Brenda Walker that the data base is out but untested in regards to incorrect emails; there are more volunteers to be entered

Class Representatives – Sophomore class – Kate Mehle, Sarah Hill; Junior class – Sheri Ardini, Damascene Kurukulasuriya; Senior Class – Angie Baker, Kay Hake, Monica Wildhalm – no report

Old Business - none

New Business -

- A discussion about a RBHS PTSA Facebook page was tabled until a future

Upcoming Events –

- College & Career Village, Friday, October 05, 2012, 9:15 – 11:40 am
- The next RBHS PTSA meeting is D.E.A.L. program supported by \$2,100 PTSA funds.

No further business pending, meeting adjourned at 2:00 pm.

Respectfully submitted, June Hurdle, RBHS PTSA Secretary

Attachment – RBHS PTSA 2012-13 Proposed and Approved Budget

Rock Bridge High School PTSA 2012-13 Budget

Income

Membership	\$	4,160.00	
Donations – General		1,407.00	
Donations - Teacher Supplies		1,033.00	
Valentine Candy		2,600.00	
Concessions		18,500.00	
Interest		8.00	
2011-12 Income carried over/not pd out from 2011-12	\$	4,722.56	
Total Income	\$		32,430.56

Expenses

2011-12 Carryover	\$	3,493.63	
Paid out after 6/30/12 – Principal's fund \$400, Staff App. \$854.57, DEAL \$800, Teacher Wish List \$404.06; still to be turned in \$285 yr. end add, \$500 newsletter, \$250 Hall of Fame add			
Fundraising Support			
Concession		10,000.00	
Valentine		1,600.00	
Operations			
State/National Dues		2,099.50	
CCPTA		35.00	
Supplies/Miscellaneous		200.00	
Insurance		220.00	
Quickbooks (One time expense)		200.00	
PTA Conference		90.00	
School Support			
Newsletter Postage		300.00	
Global Village			
Culinary Arts		1,500.00	
Student Booths		300.00	
"RBHS" Hall of Fame Tribune Ad		250.00	
Schedule Pick Up		60.00	
InfoBruin e-mails		252.00	
Hospitality		50.00	
Academic Support			
Staff Appreciation		1,500.00	
Bruin Grants		3,000.00	
Teacher Wish List		375.00	
Principal Fund		400.00	
Student Support			
Year End Ad		285.00	
Senior Awards		1,000.00	
Reflections		375.00	
D.E.A.L Counselor		2,100.00	
Promotional Brochure - (updated every 3 years)		2,300.00	
Special Projects		445.43	
Total Expenses	\$		32,430.56
Net Income	\$		-

