



## BRENT ELEMENTARY SCHOOL

**PTA Board Meeting**  
**Wednesday, December 7th**  
**6:30 p.m. – 9:00 p.m.**

**Attendees: Denise Diggs, Meghan Berg, Greg Herrick, Paul Sherman, Michelle Williams, Kevin Moore, Ben Feldman, Diana Williams, Brian Williams, Jason Townsend, Michelle Dinkes, Peter Young, Allison Lewis, Heidi Johnson, Elizabeth Vogel-Rogers, Melissa Williams, Daniel Holt**

### **1. Enrichment Update and Discussion-Meghan Berg**

- Enrichment program runs three semesters: Fall/Winter/Spring.
- Enrichment program is a \$100,000 program with regular money in/outflow at a total cost of \$2,000-3,000 year to the PTA.
- A fixed cost per class based on percentage does not work. Classes such as Urban Birders and Chinese are less expensive than outside vendors like Taekwondo. Overall program costs offset costs of free classes for older children
- If a class is under-enrolled, the class loses money.
- If a class is deemed full and then students drop out, the class loses money.
- A total of 13 scholarships were given out for the Fall Enrichment Program. No justified request was denied.
- For Fall Enrichment, 158 kids participated in 319 enrollments. Typically, an enrolled child does 1-2 enrichments each session.
- Currently have \$3,000 in outstanding fees that need to be collected. Notices have been sent for collection. Goal is to have all funds collected by December 31<sup>st</sup>.
- Winter semester registration will be on-line only.
- On-line registration will generate a database that can be used for future analysis.
- Winter semester payment plans will be an option but must be pre-arranged with Ms. Berg.
- Discussion occurred regarding which classes lose and make money and whether or not the Board was comfortable with a \$2,000 investment into the Enrichment program. The general consensus was “yes”.
- Discussion occurred about whether drop fee charges should be added, class deposits should be required, and if the cost of classes should include budget overhead to cover potential debt for non-payments.
- Board agreement was to have a letter of commitment for all payment plan payers that will include a two-week grace period. In addition, a deposit of 25% will be required for all payment plan users.

### **2. International Night-Meghan Berg**

- Discussion about moving night to end of April/May due to the Spring Gala
- Discussion about obtaining country flags for the event.

- Ms. Berg suggested utilizing CHAW teacher who has staff that can work on the effort for \$65/hr.

### **3. Principal's Update-Peter Young**

- Teacher feedback was that at future publishing night parents need to be reminded that they are in charge of their children during the event.
- Moving the Publishing Night to after Thanksgiving limited participation. Future date selection needs to be well thought-out.
- Discussion about who owns Publishing night. In the past it has not been a PTA sponsored event. Next spring's event needs better planning.
- Math Night is tomorrow night from 6:30pm-7:45pm in the Multipurpose Room. Please plan on attending.
- Brent Open House will be next week. Please contact myself or Denise Diggs for more details. Your participation is highly encouraged.
- Middle school briefs are almost complete.
- The Afterschool Program Committee meeting will be December 14<sup>th</sup> from 6:00-8:00pm in the Brent Library.
- Brent Staff Holiday Party is scheduled for December 15<sup>th</sup>. This event is no longer funded by the Brent PTA.

### **4. Treasurer's Report- Brian Williams**

- We currently have \$41,000 in the bank.
- There is a \$2,000 loss for the Fall Enrichment program.
- Fall school play stayed within budget.
- St. Mark's deposit has been made for the Spring Gala 2012.
- End of the year cash is dwindling, need to watch closely.
- Both Brian and Barbara Williams are term limited. Need to begin identifying new treasurer(s). Recommend a two person team. Need to be on board next spring.

### **5. Capital Campaign Update-Greg Herrick**

- To date, 21 people have given less than \$100.
- Typical gift is \$525 per household.
- After last e-mail appeal, we had \$7,000 donated within 24 hours with \$15,000 of additional commitments.
- I think we are now at the \$60,000 range and should be close to our target of \$75,000.
- Discussion about dissemination of remaining neighborhood envelopes. Please write down the streets that you plan to cover.
- Succession plan for next year-old group will meet with new group and choose leaders for next year's campaign.

### **6. Commercial Fundraising Pitch Pack-Allison Lewis**

- Folders and more diverse pictures needed.
- Plan is to use these packets to obtain Spring Gala sponsors.
- First page should have "Brent PTA" added and "Brent PTA" footer should be added to each page.
- Please review and send feedback to Allison Lewis.
- Board approval to proceed with pitch pack effort.

## **7. Museum Studies Subcommittee Update and Funding Process-Paul Sherman**

- Rockeros profit was \$2500.
- Holiday tree/wreath/plant sale profit was \$12,000.
- Music program-one additional payment by Brent PTA then funded solely by DCPS.
- Continue to pursue on-site learning opportunities which can be obtained at lower cost and involve less logistics. Example is the traveling map which costs \$450 and allows all 350 students to view.
- Future assemblies are possible but do not want this to be the norm.
- Goal is to offer different environmental field trips for each grade level.
- Museum Subcommittee was tasked with raising \$11,000 for museum study efforts. To date with two fundraisers, a total of \$14,500 has been raised. Spring Yard Sale will be completed in the spring.
- Discussion about releasing field trip funds so that teachers can apply for up to \$750 classroom grants. Board approval to release \$17,000 in funds for field trips.

## **8. Holiday Tree/Wreath/Plant Sale Update-Heidi Johnson/Paul Sherman**

- Christmas Tree Sale planned in four weeks by Paul and Kelly Sherman. Kudos to Kelly and Paul!
- Over 50% of sales were to non-Brent families.
- Over \$21,000 worth of merchandise was pre-sold.
- Holiday tree/wreath/plant sale profit was \$12,000.
- Next year need double the volunteers on Friday due to delivery.
- Large trees were not big sellers.
- Need to order more winterberry. Need to consider ordering swags.
- Sold remaining twenty trees to Fragers at listed price.

## **9. Mission and Vision Statement and 5 Year Plan-Peter Young/Jason Townsend**

- Need to identify vision statement.
- Need to prepare a five year plan draft.
- All hands call to attend meeting to be sent out by Peter Young.

## **10. Afterschool Program Update-Kevin Moore**

- Meeting on December 14<sup>th</sup> from 6:00-8:00pm in the library.
- Committee's goal will be to have a decision before the end of the school year.

## **11. Safe Routes To Schools Update-Allison Lewis**

- Committee monitored traffic for several days and reported problems to DDOT.
- Drop-off and pick-up lanes continue to work. Volunteers continue to be needed, see website to volunteer.
- Committee is no longer taking new members as the process is in full swing.
- Survey will be sent home in the near future to provide feedback/data as a part of the performance metric stage of traffic pattern improvements.
- Goal is to have speed bumps, signage and crosswalk patrols in place by next year.

## **12. Room Parent and Museum Coordinators Update-Diana Williams**

- Younger grades have increased room parent participation.
- Room Parent Meeting on December 5<sup>th</sup> went well. Plan is to have a meeting every two months.

### **13. Topics for January General Meeting and General Comments-Jason Townsend**

- Please send topics to Jason Townsend.
- Revised budget discussion will need to occur in February.
- Discussion about whether or not the Kindergarten classes need to have an additional aide. Peter Young stated that Ms. Pressman will be returning from maternity leave. She will be working in each classroom for a portion of the morning.
- Spring Gala registration is now available-\$75/ticket. Please plan on attending.

Next PTA Board Meeting: Wednesday, January 4<sup>th</sup> from 6:30-8:30pm, Brent Library.

Next PTA General Meeting: Wednesday, January 11<sup>th</sup> from 6:30-8:15pm, All-Purpose Room.