

October 10, 2004

Subject: October SAB/FSA meeting

Meeting date: October 4, 2004

Participants: Aggie Atkins, Amy Kerkman, Gian Luca Ferme, Antonio Miranda, Charles Freeman, Jeanne Rattenbury, Linda Schmidt, Geoff Grove, Marianne Johnson, (distributed by email), Rev. Richard Milek (hard copy distributed by office)

Copies: Daniela Giralt, Luz Miranda (distributed by email)

1. Caroline Zuno, Marketing Consultant from the Office of Catholic Schools was the guest speaker at the FSA meeting. She works with 22 schools. She asked about St. Helen School's future marketing focus. Jeanne suggested a bigger presence in the neighborhood, especially the Humboldt Park area. Caroline had reviewed the marketing plan that Jeanne had put together 2 years ago. It was decided that Jeanne and Caroline would work to update this plan since many items have already been accomplished in the last 1½ years. The new plan would then be presented to the group for review and comment.
2. Under other marketing issues, Jeanne announced that St. Helen has more blocks available for banners. Caroline suggested putting another announcement about the banners in the bulletin and in the school newsletter.
3. Gian Luca presented a new layout for the website. It includes a section for Fr. Richard and Marianne. He would like to set up a password-protected module that would allow parents, teachers, and administrators to update their pages. He recently set up a photo module that allows users to upload photos. It was felt that keeping the website current is important. Caroline and Jeanne will also review the content of the current website and pass their comments on to Gian Luca.
4. Under office reports, the September minutes were approved as written. Geoff Grove presented the treasurer's report which was in a breakdown by project format. The FSA's current balance is \$4943.19
5. Under the principal's report, Marianne mentioned that the Hispanic Cultural Fair was successful and that the Polish Festival is next. Marianne asked if the FSA had determined an amount to donate to the school athletics. Amy thought asked if the Athletic committee could request an amount with an explanation for its use so that everyone was clear on the need and use for the money. Marianne will discuss this with them at their meeting in a few days. Geoff expressed an interest in reviewing athletic concessions. He thought there might be ways to increase profits in that area that would in turn benefit the athletic programs. He was also interested in selling "healthy" snacks whenever possible. Gian Luca will look into selling concessions at future soccer games. Marianne suggested selling coffee at the upcoming soccer games. Marianne thought that the FSA was getting close financially to being able to start the playground project. Fr. Richard expressed that he is very interested in this project and that he thought that the parish would match funds for a playground.
6. Marianne mentioned that the School Improvement Survey will be coming out soon. She is requesting volunteers to help with the School Improvement Plan and will bring more information to the next meeting. Gian Luca and Jeanne volunteered to help with this. The new computers have been set up in classrooms. The school needs to work on getting internet access in every classroom. Gian Luca volunteered to will help with the E-rate

- application. DeLoitte will not be volunteering at the school this fall. Linda may have colleagues that can help with networking. Marketing events are coming up on October 16 and in November. Marianne asked Gian Luca for more color flyers and (10) Lullaby CD's to give as prizes at these events.
7. Under the Pastor's report, Fr. Richard was pleased with the Blessing of the Pets and attendance at the family mass. He also felt that parent participation at Bingo has been good and that the current system for parent sign-up is working.
  8. Under ongoing fundraising project reports, Marianne will ask if Athletics wants to sell taffy apples after school. Tony will sell after the October 10 mass in the social center. Amy suggested contacting volunteers who signed up to help with bake sales, if he needed help. Marianne will ask if Bingo would like any taffy apples to sell.
  9. Geoff would like to close out the gym wear project until next spring. Everyone thought this was a good idea. He will issue a note to parents letting them know about the remaining inventory that can still be purchased.
  10. Amy has been trying to get more information about School Pop and how the money gets to the school. Gian Luca said he would look into it further.
  11. Under the Christmas Art Fair, Amy and Daniela are working on the Kid Art/Recipe Calendar. A company will be producing it this year. Amy asked how many they should order. Each one costs \$7 and will be sold for \$14. The participants suggested 100. Gian Luca asked if we could sell the calendars and other products after church. Fr. Richard said that it was fine. Amy mentioned that Daniela had written a letter to the teachers asking for their participation in the fair. Teachers were asked to request materials from Oriental Trading and the FSA will place the order. If they need special materials, they were requested to purchase the materials and submit receipts for reimbursement from the FSA. Marianne suggested talking to Deborah Murphy, parent and art teacher, about group art projects for the silent auction. Amy handed out flyers and the task list from last year for members to review. One flyer is the community flyer that Gian Luca was asked to update. Another was the press release that Jeanne was asked to update. Another was the flyer to parents and task list that Amy will update. Aggie mentioned that we need bigger containers for ticket collection. It was agreed that there would not be an admission fee. Tony thought there should be a bigger variety of food. It was agreed that food would be purchased and reimbursed from the FSA. Bake sale items will still be donated. Gian Luca will ask about borrowing the Santa suit again. Several participants volunteered to chair committees: Gian Luca- performances: sound system, possible santa, Tony-food, Linda-arts and crafts booths, Jeanne-clean up.
  12. Fr. Richard has contacted a few companies about a summer carnival. One company was not interested due to the space constraints. He is still waiting on responses/proposals from the others. He thought that Holy Innocents would loan St. Helen tents for the event and that local restaurants could be asked to be food vendors.
  13. A letter requesting room parents needs to be written. Marianne thought this should come from the FSA. Room parents help with class parties and phone trees.

The above constitutes Amy Kerkman's understanding of the discussion. The minutes will be officially approved at the November FSA/SAB meeting.