

# McKinley Foundation Meeting Minutes

October 22<sup>nd</sup>, 2014

## Attendees

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|--------------------------|-------------------|
| President                | Betsey Zbyszynski |
| Vice President           | Staci Keller      |
| Treasurer                | Rachel Rath       |
| Secretary                | Ingrid Yanez      |
| 5 <sup>th</sup> Seat     | Grant Ferrier     |
| Immediate Past President | Shari Schlossberg |
| Fundraising Committee    | Michael Wallace   |
| Beautification Committee | Jennifer Spencer  |
| Principal                | Julie Ashton-Gray |

## Agenda

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- Mural and Sign – Beautification Committee
- Upcoming Events
- Budget as of Today
- Fundraising Actions
- Additional Topics
- Upcoming Meetings

## Mural and Sign – Beautification Committee

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Jen provided a summary of the expenses & projects undertaken by the Beautification Committee. The Foundation paid the cost of tiles, IB signs and the repair/maintenance of the Tree Pose. The committee was able to secure funds on their own for the Tree Mosaic and the Native Plant Garden.

The future plans proposed at the meeting were:

- Installation of a plaque in the Native Plant Garden honoring Mr. Ritko. They are looking into the possibility of getting it for free or a very low cost. Julie would contact Mr. Ritko's family about the plaque.
- Restyle the current McKinley cloth banner sign placed above the main entrance (the door towards the office). The new proposed sign will contain the word "Hello" in different languages. Julie suggested that the languages displayed should represent the variety/languages of the McKinley student population.
- Tree painting on the building facing Palm Street. It would still be visible when the joint-use field becomes established. The artist in charge is Eric Cox. Kids wouldn't be able to participate in this art project. The cost would be \$3,000 to cover the spray paint. Julie asked to talk with Lynn, a very well known North Park artist, and also

with Rob Tobin (who did the Tree Mosaic). Rachel commented that the Foundation cannot pay for this project due to its high cost. Jen will look into other options (artists and designs), as well as private donors.

## **Upcoming Events**

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For Green Day, on Saturday October 25<sup>th</sup>:

- Garden: Grant and Jon will be installing plant beds on the dirt between the new building and the bungalows. The wood was donated by Roosevelt Middle School, and some were retrieved from the dump. They also plan to build two sheds.
- Plastic bottle sculpture. Jen will be leading this art project with the help of the kids.
- E-waste: promotion of the Electronic Waste Recycling Event was well disseminated. Betsey commented that we already received donated items from Petco for this event.

## **Budget as of Today**

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Rachel presented the Foundation Income Statement as of today, October 22<sup>nd</sup>, 2014. It showed the preliminary amounts collected from the Jog-A-Thon and SoNo Fest.

## **Fundraising Actions**

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Last year the Foundation raised \$850 via a donation request letter that was sent out to parents. Mike will be meeting with Elaine Boyd to develop an improved letter that will be sent to McKinley parents in December.

Everybody present at the meeting agreed that September would also be a good time to send home this kind of letter as this would coincide with the start of the school year.

Mike proposed the institutionalization of a Sustainer/Giver Program. According to his experience in the field, the school could raise more money that way. This program would work in parallel (i.e., would not subplant) to the donation letter campaign with would still be sent by mail to all McKinley parents.

Ingrid suggested a Sustainer Program section be included in the newsletter every month.

Everybody present agreed to send information regarding the Sustainer Program along with the January/February Newsletter, and that the program should become "official" by September 2015.

Regarding other sources of raising money:

- Grant proposal was submitted to Target for field trips
- The results of the proposal to Whole Foods is pending
- City Art grants are a type of matching grants that provide 25% of a raised amount (e.g., McKinley raises \$1 and City Art donates an additional \$0.25). These funds must be directed for Operational and Recreational costs of the school. Mike will evaluate if it is worth applying.

## **Additional Topics**

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Julie shared that on August 28<sup>th</sup>, the *Wheel* instructors met with the McKinley IB coordinator to talk about how they can support the IB curriculum. They will meet again in January.

## **Upcoming Meetings**

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- PTC Meeting: November 12<sup>th</sup> at 6PM
- Foundation Meeting: December 17<sup>th</sup> at 6PM