



Williams Wins Foundation Board Meeting Minutes  
September 13, 2011

- Welcome
- Present: Karen H; Heidi S; Cindy S; Christy C; Jen F; Peggy K; Rosemary F; David B; Catherine P; Debbi B; Jenny T; Kiyomi Y.
  
- VP Administration – Christy Carrasquilla
  - Directory:
    - Talk to Ryan about downloading on macbook. Problem going to preview not Adobe.
    - Christy to give Karen email addresses.
    - Some problem with vehicle delivery. Needs to be fixed.
  - Wednesday What You Need To Know Email
    - Send out separate email on your topic only. Gains more exposure. Send in addition to the email blast.
  
- President – Peggy Koskie
  - Make-A-Difference Update
    - Over \$100k to date. Publish family names to promote support. Goal to get others to join in.
    - Upper grades supporting the MAD, better than previous years. Classes get pizza party and teachers get \$300 credit. September 30 is cut off date.
    - NBC news sent out competitive funding drives for Bay area public schools. Williams in middle of pack for costs.
    - Need poster on the progress chart. Peggy to do pizza chart for classes.
    - Any families in need, please tell Karen so they can get credit.
    - Karen to do (2) phone blasts for last push during the last two weeks of the month.
  - Corporate Sponsorships
    - 21 total have signed up: Platinum-2, Gold-7, Silver-3, Bronze-4, Friends-3, Supporter-2
    - Still doing matching. Send email with screen shot so the individual gets credit.
    - Most companies coming to Williams, not many outbound calling this year.
  - 10/14 3-6pm Walkathon and Health Fair, ABC 4Health
    - Aerobic Exercise, Balance Diet, Smart Choices
    - Giving out Silicone bands with ABC 4Health & plastic cups (no shirts), we will encourage everyone to wear Spirit Wear shirts
    - 16 vendors from the community have signed up (they paid \$30 each)
    - \$50 minimum in pledges is due Oct. 7<sup>th</sup> at 3pm (1 week prior to the Walkathon)
    - We are using DoJiggy for online pledges – williamswalkathon.dojiggy.com. Each child have own page for pledges. Email to friends, put on facebook. Pay online for pledges. Can keep adding lines for more pledges. It's best to do one or the other – paper version or online. Try not to do both. Tip – put in pledges then go door to door.
    - We will have Splash Down & Jumpy Houses as incentives for the kids
    - Giving out silly bands for laps. Every 5 laps kids will get jumpy house certificate, 10 laps splash a teacher certificate
    - Students/parents can also buy “Splash a Teacher” tickets for \$5
    - All vendors, registration, teacher treasures in one area
  
- CFO/Treasurer/Auditor – Rosemary Fanelli, Jen Flaherty, David Bulow
  - Rosemary
    - Budget and actuals done in quick books.
    - Some numbers off because some numbers not pulled from paypal. Rosemary to fix for next meeting.
    - David likes the report – easier to see and use
    - Auditing – need an accountant. Peggy post position.
  - Jen
    - 20 people signed up for Winterwonderland
    - Peggy mentioned GoogleForms – Ryan helping
  - Vote in Heidi Saifi co-treasurer
    - Peggy motioned. Rosemary seconded.
  - Technology budget –
    - Add equipment line item in budget.
    - Propose to add \$5000 for equipment
      - Peggy motion; Catherine second.
    - Do another raffle for more equipment like portable lab
    - Address this next meeting



- Teacher Representatives – Mrs. Yanai and Mrs. Toney
  
- Principal – Mrs. Heverling
  
- VP Volunteers – Cindy Scott
  - iVolunteer training in the evening around 7pm in Media Center. What is the password to do online training? Everyone bring laptop for the training. Use screen. Cindy supply projector.
  - Ideas to get more people to volunteer - Cindy needs area of need, then she can help find people to fill slots.
  
- VP Fundraising – Jenny Teixeira
  - First Bake Sale made \$796
  - 9/13 Family FUNdraising Night at Chili's
  - Spirit Wear update – Rosemary
    - 5<sup>th</sup> grade shirts not a hit, perhaps tie-dye party
    - JOJ perfect place to do it
    - Rosemary to coordinate with Diane and Lisa
    - Rosemary to get volunteers and supplies
    - Rope off area for 5<sup>th</sup> grade only. Must have gray Williams shirts to enter area
  - Winter Wonderland
    - 20 people signed up
  - Gift Cards
    - No update. Peggy needs to talk to Ladan
  - Box Tops
  - eScrip
  - Splashed by a Whale
    - Hattery's and Smith running
    - Looking into updated whale splash set
    - May need to get an extra set. Getting requests 3 a week.
    - Need money – increase to \$250. Peggy motioned. Jen second.
  - Crab feed meetings starting soon
  
- VP Community Building – Catherine Perrino
  - 10/28/11 - Jack-O-Jam
    - Tshirt – orange; pumpkin on front; Williams on back.
  - Parent Education Nights
    - 10/6 7-8pm is the first one: Financial Seminar on the cost of college, balancing college/retirement, etc. given by David Bulow
    - Right now we have \$500 in the Budget
      - Lower art vista budget to \$1500; increase parent education budget to \$1500.
        - Peggy motion; Rosemary second.
  
- Options: 'Miss Representation'
  - May look like this is for older crowd. Peggy to look into
- Stanford based parent ed. and the topic is Academic Stress <http://www.challengesuccess.org/> (Denise Pope, Jim Lobdell same people that made Race to No Where)
  - October to be best time to have event. Earlier the better for best impact to implement changes/improvements
  - October may be too soon plus too many Williams events – WAT, JOJ, David presentation. Peggy to see if there are November dates. We need to plan ahead for next year. November 8 is minimum day – this may be a good time. Thurs/Friday no school.
  - Williams café only holds 100-150 max.
  - Peggy looking into Williams funding to help fund this presentation
- Amy & Angie Professional Love & Logic presenters as another option for Spring
  - Let word out about media center audio books