

PTA Budget Meeting – 07.28.2026

In Attendance

Stephanie, Kyung, Taylor, Jerry, Elad, John, Rosa, Heidi, Maggie, Katie, Claudia, Jessie, Principal Watson, Mrs. Hayes, Mrs. Castellanos, Adriana, Brandon

Executive Summary

The board reviewed a proposed budget with **\$124,000 in income** and **\$154,000 in expenses**, leaving a **~\$31,000 gap**. Through discussion, the gap was reduced to approximately **\$17,000** by adding a \$10,000 general donation placeholder and increasing the Kroger giveback target to \$7,500. The budget was motioned and seconded for approval to present to the broader association.

Decisions Made

- **Budget approved** (Taylor motioned, Jordan seconded, unanimous approval) to present to the full association.
- **General donation line** added at **\$10,000** as a stretch fundraising target
- **Kroger giveback** increased from \$5,000 to **\$7,500** based on potential for aggressive promotion
- **Restaurant nights** budget increased to **\$4,000**;
- **Ice skating/bowling/TopGolf fundraiser** kept at **\$1,500**; focus on one event rather than multiple events
- **Playground supplies** reduced from \$2,000 to **\$1,000**; \$1,000–\$2,000 placeholder added for a **5th grade promotion tent**.
- **Mystery Science** budget bumped to **\$2,200** (from \$2,000) to reflect actual cost increase
- **Association meeting** scheduled for the week of August 10th, likely Monday at 6:00 PM

Fundraising Strategies Discussed

- **Employer matching programs** (e.g., aerospace companies): solicit parents to route donations through matching employers
- **Second Jogathon** (fall + spring): Mr. Watson noted jogathon has the lowest overhead of any fundraiser; two events could yield ~\$80K vs. \$62K
- **Silent auction at Pizza Night**: leverage early-year momentum; use gift cards and in-kind donations
- **Corporate/local business sponsorships**: logos on Jogathon t-shirts, yearbook ads, email footer sponsor shoutouts

- **Lax Coastal Chamber of Commerce "Rock, Roll & Run":** Mr. Watson indicated he will contact Chamber president Chad Mander (Del Aire parent) about joining; 100% of registration fees return to school
- **Food truck giveback at Ice Cream Social/Movie Night:** ask trucks for 10–15% revenue share
- **Kroger push at Back-to-School Night:** require registration as "admission" or offer raffle ticket for completing signup
- **Yearbook ads:** solicit local businesses; Janice Rotella cited as a likely advertiser
- **"Strategic Brand Partnership" chair:** suggested as a new volunteer role to own corporate outreach to support Katie in the role of Ways and Means.

Pending Confirmation

- Tent rental cost for 5th grade promotion (Susan to check with district M&O contact)
- Whether Del Aire can join Lax Coastal Chamber Ed Foundation without WEF conflict
- District policy on corporate logos/banners on school property
- Yearbook ad program feasibility (Maggie left call before discussion)
- Boosterthon third-party partnership — flagged for future consideration, not this meeting

Action Items

- **Mr. Watson:** Contact Chad Mander re: Lax Coastal Chamber "Rock, Roll & Run" participation
- **Stephanie/Brandon:** Walk Jerry through Totem membership messaging tools
- **Katie:** Send Ralph's/Kroger flyer; promote once per quarter; coordinate restaurant nights schedule
- **Elad:** Reinstate PTA email communications via Totem-collected addresses
- **Jerry:** Lead membership growth strategy; explore employer matching outreach
- **Susan:** Get tent rental quote from district M&O contact for 5th grade promotion
- **John:** Update budget doc — reduce playground supplies to \$1,000, add tent placeholder, adjust Kroger to \$7,500 and other adjustments
- **Stephanie:** Set association meeting date (week of Aug 10, likely Monday), publicize via social media