



Pine Hill School CSA Meeting Agenda

December 7, 2023, 9:00-10:30 AM, Sherborn Library Trustee Room / Zoom

Zoom: <https://zoom.us/j/96599949944?pwd=YmJkOWdQWVib2lJbjJDVUNrV1NMdz09>

Meeting ID: 965 9994 9944 Passcode: 951206

President's Report | Megha Kadiyala, Ariana Delaney

- 9:03 AM called to order by Megha Kadiyala, Second by Kara McDermott. Board Roll Call completed, however quorum not met.
 - Vote on November Meeting Minutes & 2023-2024 Budget - **Motion to Approve Minutes -Survey sent December 11th to board members to approve minutes. Minutes approved.**
 - Non-Profit Night at the Community Center (1/11) - The CSA will have a table there, Christine Walsh will be there for Challenge Success and Kara McDermott will be there for the CSA. FYI, this is the same night as the 5th grade concert. The meeting is more informational, not really a selling event. We can do a brochure. There is also a Holiday sale on December 16th from 10 - 2 PM at the community center kicking off the 350 Celebration. Please come by and support the CSA.

Vice Presidents' Report | Irene Saranteas Bassalee, Kara McDermott

- Promotional Materials - We put together a survey and it went out via email last night. We would like to have something finalized before the Jan 11 non-profit community event. The idea is to have a brochure and QR code to our website. We are looking to share how to get involved and what the time commitments are. Highlight some activities that have been really beneficial. We want to share at all community events. During the holiday fundraiser, we would like to add in more information about how you can get involved and explain how you can volunteer your time. We can also look into making a video to show what the CSA supports.
- International Night (3/1) - Save the Date went out, March 1st 5:30 PM. Irene met with Monika on planning. The major change to last year is that we have more time to plan. The plan is to open up sign ups for Country representatives. We are focused on the hosts now and RSPVs later on. We do have a budget for some food, passport, lanyard and country stamps and some decor. We are looking for feedback. Last year, there was positive feedback, but it was crowded and noisy. Suggestion to make the booths available for the students to see during the school day. We will look into showcases this to the students. We can start decorating after school is out. We have both the auditorium and cafeteria for the night. We will have the country hosts in the auditorium and use the cafeteria for crafts, gathering. We had 22 countries last year that were represented.

Principal's Report | Dr. Brown / Mrs. Gullingsrud

- We are starting the kindergarten pre-enrollment process for next school year. Families (with children turning age 5 by September 1st) will hear from us in early-January.
- Dover Sherborn had a great day of professional development on November 27th. Our district educators met with AJ Juliani, author and national speaker on the topics of engaging learners in an age of distraction, project-based learning and the role of artificial intelligence in education.

Treasurer's Report | Mark Williams

- Luncheon at Chickering for all the teachers for Professional Development Day (Monday after Thanksgiving), spent \$217 for this. We received a one time \$100 donation from an anonymous person. We also received 7 more digital directories this morning.

Enrichment Team Update | Mary Lowder, Kristin Kohn, Raffaella Agostino

- Working with Teachers to book activities - David Coffin, Suzie Becker, Acapela group for ASM. We are trying to fill up the budget with teacher allotments. 5th grade has the largest budget and they usually have a plan in place.

Events | *Nicole Amato, Kara Fleming*

- February Event - Valentines day dance with caregivers and kids, SweetHeart Dance. We are thinking about doing 2 time slots for age groups. They are still in the planning phases, more to come.

Committee Reports

- Community Outreach Coordinators | *Joanna Sanborn, Royale Abrams*
 - Holiday Gift Drive - We are picking everything up tomorrow from the Pine Hill Lobby. We filled all the requests for the drive. We are blown away with the support, thank you everyone for making this possible!
- Pine Hill Directory & Swag Shop | *Alison Bihrl*
 - SWAG: The November spirit store sales were \$1,130. CSA 20% profit for that period was \$226. 2023 CY fundraising total was \$752.60 - check being mailed in this week.
 - December 16 - I will run a table at the Sherborn 350th Committee's Holiday Shopping Event at the library, 10am-2pm. We will offer free shipping for orders placed that day (I will place the orders as one giant order, submit for reimbursement for shipping costs, then I'll deliver orders to people when they come in). We'll also sell #WeareDS tshirts for \$15.
 - Thanks to Mark for getting Venmo set up for us to accept as payment!
 - DIRECTORY: So far (12/6) we have sold 151 directories. Sales = \$2,265, Profit after website fee = \$1,860 22-23 year sold 174 total
- Fundraising Initiatives | *Christine Walsh*
 - *Groovy Giving Tuesday* - Brooke designed a great promotion for giving tuesdays. We will have different versions of the messaging. There is still donor fatigue right now, but we will stay ambitious. We have raised about \$1,000 so far and we will continue to work. This year, we want to expand how we thank people for their donations. Suggestions on creating a template letter explaining all the things the CSA thanking the community. I am working on a draft and will be working with communications and the Presidents. We are looking to get quotes from teachers and volunteers to incorporate. We are thinking of using an email version of the letter, but have an option of a handwritten version. We can look into automating this in square space. We previously had branded letterhead.
 - The fundraising will run through January. There are opportunities for matching through employers. We will keep you updated on totals throughout the holiday.
- Rewards | *Laura Paradis*
 - Biryani & Breadz (11/17). We raised \$305 for the Biryani N Breadz restaurant fundraiser
 - To thank folks who took part in the Holiday Stroll on Saturday 2. We don't have all the numbers yet, and I'll report back to you when I get them.
- Challenge Success | *Christine Walsh*
 - HESSIE and Jen and Sandra at Chickering. We have been collaborating throughout the district. We are looking to raise awareness in the community. Jan 9th at 6:30 Well Balance Student. We may do a viewing event at Chickering for this event, but waiting to see if this is the best time to attend the viewing party.
 - On Jan 24, there will be a Superintendent presentation. Challenge Success is going to be at the Community Event to spread the word.
- Book Rewards | *Asha Strazzero-Wild, Alissa Albers*
 - Books & Bubbles Event at Aesop's Fable (12/6) - It was a great event, thank you for all that came. Leah from Aesop 27 sales - \$2,500 - roughly \$250 for CSA. We are going to debrief on the event and the suggestions were longer hours and online sales as an option. It was great to support a local business owner and we are brainstorming other thoughts like the percentage of proceeds increased or work with more local businesses. Roughly 35 people came to the event. She also had a local entrepreneur, selling



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items. Next year, we should increase our advertising and consider doing an online option to increase sales and accessibility. We are going to pull our historical records on the book sale events and what we raised. If we want to get to class parents, we can go through Jen to cascade this information to room parents. We broadcasted this 2 times in the weekly newsletter and one dedicated. We can also look into asking Leah to market to her mailing list.

- Outdoor Classroom & Garden | *Julie Vitale, Katherine Head*
 - Finishing final wiring and final inspection.
- Broadmoor/ *Raschel Masters*
 - The bird feeding sign up link is available and the parents were reminded by the teachers. I'm working on coordinating the winter/spring nocturnal animal exploration event for third grade. Stay tuned.

Meeting Adjourns 10:00 am Megha, second Kara.

Next Meeting: Thursday, January 4, 7pm-9:30pm - Sherborn Library (Trustees Room) / Zoom

Becca Hammond, Chrstine Walsh, Courtney Williams, Asha Strazzero-Wild, Brooke Yarborough, Irene Saranteas Bassalee, Megha Kadiyala, Mark Williams, Rafaela Agastino, Kara McDermott, Joanna Sanborn, Alissa Albers, Sonia Arenaza