

## **Minutes of the May 23, 2007 PACA Meeting:**

**Columbus Academy Parents in Attendance:** Jay Beatley, Tammy Bender, Ann Boeckman, Laura Bowen, Kenny Brown, Sara Browning, Donna Caplinger, Barb Castelli, Debbie Daoud, Ron Dean, Beth Fisher, Ann Flaherty, Cathy Hile, Erich Hunker, Jeff Jeffers, Leanne Keith, Evelyn Kelley-Antoine, Lexie Lazarus, Stephanie Leader, Michelle Lippert, Katharine Mallory, Annette Marchetti, Paula Marrie, Casey Merkey, Jim Miller, Beverly Moore, Prabha Narayanan, Lisa Newmark, Ben Nicola, Tamara Nicola, Susan Pickering, Kevin Reis, Shelby Rhyne, Donna Simmons, Joyce Simson, Lynne Souba, Jan Thompson, Mary Jo Vara, Lisa Westwater and Cynthia Zeigler.

### **I. Introduction/Approval of Minutes/Review of Previously Emailed Materials:**

At 8:05am PACA Board President Joyce Simson called to order the May 23, 2007 PACA Meeting, held in the Columbus Academy Trustees' Room. She welcomed the large group.

Because this was the first PACA meeting for the new 2007-2008 PACA Board and Committee Chairs, Joyce introduced herself to the group and asked everyone attending briefly to do the same. She reminded the group that all CA parents and legal guardians are welcome to attend any and all PACA monthly meetings.

The PACA Board meeting minutes of May 2, and May 15, 2007, previously emailed to the Board Members and Committee Chairs, were approved as sent.

Joyce told the group that the Calendar of 2007-2008 PACA Meetings distributed by email to Board members would need to be modified because of conflicts, including newly-scheduled CA Trustee Meetings.

Joyce reviewed a May 1 listing of PACA-approved grants. For the benefit of the group, Joyce described the PACA grants process. A subcommittee of PACA Board members reviewed grant requests earlier this spring. Faculty, staff and student groups may apply for grants. Grants are funded by PACA's many fundraising projects, including the Antiques Show, Book Fair, Charlie David Dinner, Scrip Program and PACA Shopper. The subcommittee approved a tentative list of approved grants totalling \$174,000.

The May 1 list included (a) \$100,000 toward PACA's endowment for financial aid, (b) \$5,000 toward CA's Annual Fund, (c) \$1,200 for an amplification system in the Chinese classroom, (d) \$6,000 for LS Art computers, (e) \$1,500 for US Student Council, (f) \$6,000 for a LS Library projection system, (g) \$17,800 for an outdoor art facility, (h) \$2,300 to fund a visit by civil rights leader Ruby Bridges in the MS, (i) \$2,200 for Theater lighting, (j) \$14,000 for upgrades to the Theater's AV system and (k) \$8,000 for a Halls and Walls beautification project.

Donna Simmons, 2006-2007 PACA Treasurer, emphasized that the document is only a partial list, and does not include revenue available from the Fall Charlie David Dinner (approximately \$46,000). She also shared that there are bills still to be paid associated with the Antiques Show. There will be one more Grants Subcommittee meeting to determine the final list of approved projects.

Joyce told the group that the Grants Subcommittee works to fund grant applications that will have the greatest impact at the school. They also try to fund projects across all three divisions.

Jim Miller, longtime co-chair of Charlie David, added that there are always more grant applications than available PACA money.

Erich Hunker, Assistant Headmaster, informed the group that the MS's application for \$60,000 in laptop carts was rejected by the 2007 Grants Subcommittee. In addition, a \$21,000 application for music practice rooms could not be funded this year by PACA.

Ron Dean, a longtime Charlie David volunteer, asked why PACA contributes \$100,000 to financial aid. Joyce explained that there is a PACA endowment fund which was initially established by CA's Mothers Association. For many years, PACA contributed \$75,000 per year to the fund. However, two years ago the amount was boosted to \$100,000 because of the very successful 25<sup>th</sup> annual Antiques Show.

Tammy Bender, Book Fair co-chair, asked if John Mackenzie reviewed the grants list. Joyce told her requests are reviewed by John, Erich, Maggie Koerner and the Grants Subcommittee.

Ann Boeckman, Service co-chair, asked if excess funds from, for example, the upcoming PACA Shopper Sale, could be applied towards the current grant applications. Joyce told her probably not, but that excess PACA funds may be carried over for 2008 applications. Because the grants are considered and committed before the end of the fiscal year, the numbers are not firm until June 30<sup>th</sup>. In all likelihood, any "excess" funds will go to fulfill our commitments. Joyce also mentioned that Tom Szykowny had left it such that we can increase PACA's gift to CA's Annual Fund if we want.

## **II. Review of Information and Communication Methods for Coming Year:**

Joyce asked each new Board member and Committee Chair to confirm they had received all transition materials from their predecessors. She mentioned that President-Elect, Kenny Brown, would be updating PACA Board and Committee Chair job descriptions. The current job descriptions on file are out of date.

Joyce emphasized that all Board members should read their PACA emails. Also, approved PACA Meeting minutes will be posted on CA's website for all members of our parent community to read.

Laura Bowen, in her second year serving PACA as Communications Chair, will continue to add content to CA's Friday web "blasts". She will also solicit PACA Board and Committee Chairs to submit pertinent information for the bi-monthly Viking Voice. Laura asked the group to use these free forms of publicity to promote PACA events and projects.

Joyce requested that all CA parents complete a 2007-2008 PACA Volunteer Interest Form as soon as possible. This form was mailed to all CA families in early May. It is also available on the CA website. Joyce mentioned that Evelyn Kelley-Antoine, Volunteers Chair, will compile submitted forms into a database. Volunteer names and contact information will then be distributed to PACA Committee Chairs. Joyce reminded the group of the depth and breadth of volunteer opportunities on campus, as detailed in the new Volunteer Interest Form.

Joyce asked the group to submit suggestions to her for future guest speakers at these PACA Meetings. She emphasized that she'd like PACA meetings to be a forum for parents to discuss issues and concerns.

### **III. Report from PACA Treasurer:**

New PACA Treasurer, Mary Jo Vara, circulated copies of the 2007-2008 PACA Check Request Forms and Sales and Use Tax Certificates. She informed the group that expenses associated with PACA projects will only be reimbursed if the Check Request Form is used. Until July 1, however, bills submitted should be attached to the previous 2006-2007 Check Request Form.

Shelby Rhyne, Fundraising Chair, asked if the form might be scanned and faxed to Mary Jo (instead of submitting in person to the PACA Treasurer mailbox in the Administration Building). Mary Jo confirmed that she will accept facsimiles of the Form and associated receipts.

The Sales and Use Tax Certificate is to be used with vendors.

Mary Jo told the group she will develop the 2007-2008 PACA budget this summer. As part of the process, she will be communicating with PACA Committee Chairs for information. She hopes the budget will be approved at the next PACA Meeting in September.

Laura Bowen asked for PACA Chairs to be creative and save money. Donna Simmons echoed Laura's request and noted that PACA may be able, for example, to re-use signage. Donna commented that the previous PACA Board and Committee Chairs were conscientious and careful in their spending.

Leanne Keith, representing LS Faculty Recognition, asked about the deadline for submitting current expenses. Donna asked for all current year expenses to be submitted as soon as possible so as not to hold up the disbursement of Grant Subcommittee funds.

### **IV. Report from Antiques Show Ad Hoc Committee:**

Ann Boeckman presented findings from last winter's Antiques Show Ad Hoc Committee. She chaired this group of volunteers who were asked to evaluate the 27 year-old PACA fundraiser.

Ann told the group that the end result of her Committee's work was that the two negatives thought to be associated with the Antiques Show (public attendance was too low/declining and volunteer leadership was not readily available for future years) had been "blown out of the water" by the success of this year's Antiques Show. She told the group that public attendance this year was three times the amount than previous years (nearly 700 visitors saw the Show). She also mentioned that Ann Flaherty, a CA parent and longtime Antiques Show volunteer, has stepped up to chair the 2008 Antiques Show.

### **V. Discussion of PACA's role as a Fundraising Organization:**

Joyce introduced and described to the group a new PACA Board position to be filled by 2007 Antiques Show Co-Chair, Shelby Rhyne. Shelby is PACA's new Fundraising Chair and plans to meet this summer with all fundraising committee chairs. Joyce then initiated a lengthy discussion regarding PACA fundraising.

Jim Miller offered that CA parents make up PACA and should determine what kinds of fundraising activities occur.

Ann Flaherty asked if the fundraising goals of CA's Administration and parents are the same.

Debbie Daoud, a PACA Board Member-at-Large, offered that there are many opportunities for CA to save money across divisions. For example, she receives duplicate mailings from the Administration because she has three children at the school. Debbie would be willing to chair a subcommittee to recommend ways in which CA could reduce expenses such as these.

Stephanie Leader, 2006-2007 PACA Shopper Co-Chair, asked how much PACA fundraising is necessary. She thinks some of PACA's projects have "run their course" and need to be evaluated for significant change. Stephanie would like to see more parent/faculty events versus public events such as the Antiques Show.

Sara Browning, PACA Secretary, offered that her experience as 2006-2007 Volunteers Chair provided insight into the challenges facing PACA due to fewer volunteers available for projects. Sara told the group PACA should not be naïve about the challenges recruiting volunteers for leadership positions as well as more labor-intensive roles. Committee chairs should consider volunteer staffing requirements as they plan events. PACA is not unlike other volunteer organizations that have experienced a downward trend in volunteers available.

Tammy Bender asked for clarification as to the purpose of the Antiques Show. Joyce responded that the former Mothers Association of the school founded the Antiques Show. Ann Flaherty responded further that the Antiques Show provides a platform to showcase CA to the public.

Sara Browning asked why PACA's Antiques Show needs to showcase CA to the greater Columbus community as opposed to allowing the Administration to do this via Admissions Open Houses and/or the Currier Lecture. Joyce responded that it is not a specific goal or part of PACA's Mission Statement to offer events to the outside community.

Katharine Mallory, a Kindergarten Room Parent and Annual Fund Leadership Giving Co-Chair, asked what the goal of the Antiques Show is. Shelby Rhyne responded that this year's Antiques Show was a fundraiser, with \$165,000 generated.

Susan Pickering, Scrip Program Co-Chair, asked how many of the 700 visitors to the Antiques Show were CA parents versus the general public. Shelby responded that she believed most visitors were public guests, not CA parents.

Joyce informed the group that the Saturday and Sunday portions of the Antiques Show are not fundraisers. Individual and corporate sponsors, tuition raffle and auctions are the fundraising portion of the project, and most of the funds are raised before the Show takes place.

Leanne Keith asked if PACA made any money from the visiting antiques dealers. Donna Simmons told her the dealer income is a "wash" due to associated dealer expenses.

Joyce told the group that some 2007 attendees reported "missing the Silent Auction" (which was instead an online auction). Katharine Mallory commented that she attended the Friday Preview

Party and was likewise told by certain longtime attending guests that the Silent Auction was missed. Katharine said that many guests come to the Friday Preview Party intending to spend a certain amount of money and the lack of a silent auction meant they didn't participate as in previous years. Katharine went on to suggest that a "big party" with the "CA community as the backdrop instead of Antiques" be considered for the Spring fundraiser.

Tamara Nicola, Book Fair Co-Chair, suggested that PACA focus on educating CA parents about the purpose of the Antiques Show or any fundraiser. Joyce echoed this concern because she feels parents need to know "what projects are and what they are not".

Joyce told the group that Ann Flaherty had volunteered to lead another Antiques Show with a focus on more garden and horticultural items than previous Shows. Ann expressed her willingness, however, to assist with any alternative Spring 2008 event, should one be approved. Joyce told the group that it is not sufficient to have an idea for a new fundraiser and not step up to help.

Jeff Jeffers, LS Head Father and a professional in the Antiques business, suggested Americana might be another offering at the Antiques Show.

Joyce informed the group that the longtime Antiques Show professional manager had resigned. Jeff Jeffers commented that hiring a new one would help the project.

Michelle Lippert, a member of the Antiques Show Ad Hoc Committee, shared with the group that many CA families, including hers, are not interested in antique items. However, Michelle thought that Ann's and Jeff's ideas might help broaden interest.

Barb Castelli, longtime Hospitality Chair of the Antiques Show, reported that CA had fewer antiques dealers this year than the previous year.

Joyce then asked the group the following two questions: (a) is PACA a fundraising organization?; and (b) what difference does fundraising make to our school? She informed the group that Ann Flaherty is already planning next year's Antiques Show. Joyce went on to tell the group that nothing in PACA's Mission Statement mentions fundraising. Joyce said she believes PACA chooses to be a fundraising organization. She recommended that parents review the school directory because it lists PACA's Mission Statement and goals. The Mission Statement was later distributed to all.

Joyce went on to tell the group she believes PACA is at a crossroads because the Antiques Show is so labor intensive. The number of volunteers required is not efficient. As a past chair of PACA projects such as Book Fair, Service and the Antiques Show (twice), she knows that committee chairs attempt to meet or exceed prior years' fundraising success. Joyce told the group "this may not be possible" in the future. She suggested that PACA needs "realistic goals" for each of its fundraisers.

Ben Nicola, Athletics Chair-Elect, offered that Shelby's new role should help create synergy across fundraising projects. He thinks PACA needs to have a "well-coordinated fundraising strategy" and Shelby's new position is a step towards achieving this.

Cathy Hile, LS Fair Co-Chair, suggested that instead of drawing guest speakers at future PACA Meetings from the ranks of Administration and Faculty, PACA should invite project Chairs to speak in more detail about their events. Joyce thanked Cathy and described her comments as an excellent segue to hear from Jim Miller.

Jim briefly described the history of the Charlie David Dinner. It began 10 or so years ago as a project of CA's Fathers Association. As previously mentioned, approximately \$46,000 was raised at the 2006 event. Funds raised directly help the Athletics Department. Charlie David is akin to a "booster" club for Athletics at CA. Jim told the group that 80 to 85% of CA MS and US students participate in Athletics. Money raised this past year went to new scoreboards, a field irrigation system and a new backstop. Erich Hunker added that a key benefit of Charlie David is that proceeds raised go *immediately* to the Athletics Department.

Jim told the group he attended today's PACA Meeting, along with his longtime colleagues, Ron Dean and Jay Beatley, because the project needs new leadership. Charlie David also needs more volunteer help from PACA. He described the project as straightforward. Jim also emphasized that he and his team will help transition new leadership.

Laura Bowen suggested that Jim, Ron or Jay attend MS sports organizational meetings (which are attended by CA parents) as one way to find new leadership.

Tammy Bender asked if PACA would be satisfied if the project didn't raise as much money during the proposed period of leadership transition.

Jay Beatley commented that US families rarely have the interaction of LS families due to the maturation of the kids. However, CA athletics offer a great way for parents to interact and continue to meet other members of the parent community.

Before adjourning the meeting, Joyce urged the group to contact her with ideas regarding a spring fundraiser. She reiterated that Shelby would be meeting with all fundraising chairs this summer. Joyce also told the group that the Antiques Show is a "12 month project" and was currently scheduled for the last weekend in April, 2008.

The meeting ended at approximately 10:10am.

Sara Browning, PACA Board Secretary