



# BOARD MEETING MINUTES

Panther Creek High School PTSA

Panther Creek Media Center

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*Date | time* 11/13/2018 7:04 PM | *Meeting called to order by* Beth Graff

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## In Attendance

Beth Graff, Dr. Hedrick, Jennifer Middleton, Tricia Cernoch, Cheryl Cleaton, Bela Patel, Grace Pagano, Gary Lewis, Robin Lundin, Kerry Gustafson, Lena Osorio-Gemisic, Whitney Masterson, Nan Zhou, and Sarah Martin. Quorum was met.

## Presentation of Minutes

Tricia Cernoch presented the board meeting minutes from 10/15/2018. Gary Lewis motioned to approve the minutes, which was seconded by Jennifer Middleton. None opposed. Minutes approved.

## Principal's Report: Dr. Camille Hedrick

November 3<sup>rd</sup> was a fabulous Saturday for PCHS! We had 4 sports teams competing in states (1-XC boys/girls 5th overall, 2-Volleyball state runner-up, 3-Gymnastics states 3rd place, 4-Men's Soccer 1st round playoff win), the brain game/quiz bowl was competing, and the band was competing as well. What a great day!! The band placed 33 out of 108 and was first in NC. The volleyball team was at Reynolds Coliseum at NC State and had so many people supporting them. Such a wonderful experience to be a part of. The football team has done so well, especially when compared to last year. It does matter who wins, but it also matters that we were there and believed we could win. There's a lot to be said for not giving up!! So proud!

The service project for White Oak High School raised \$5,000! The principal at White Oak has invited Dr. Hedrick down to visit. She's looking at her schedule to see when would be a good time to go. The Pre-ACT and PSAT tests went really well. We're getting back to normal from all the days we missed. Things are looking good.

## President's Report: Beth Graff

- Secretary: Cheryl Cleaton has volunteered to be our new secretary. The By Laws state that the board can vote on a new secretary given the circumstances. Tricia Cernoch motioned to elect Cheryl, which was seconded by Jennifer Middleton. None opposed. New secretary approved.
- Reflection: Judging is this Thursday at 2:20pm. We were in need one more judge for Thursday, but thankfully Sarah Martin was able to recruit a volunteer. Thanks Sarah! Now we have 3 judges for Thursday.
- School Construction Bond was passed.
- Newsletter: Thinking about this for a while, we are missing a communications chair. We have the Facebook piece and Twitter piece, but it would be nice if there was one person to pull it all together. It would also be great to have a monthly newsletter. Lena said she could do the newsletter if it was monthly. Discussed what the newsletter would look like... new items, not too many repeats, not the same info all the time, could have sponsorships, etc. There's never too much communication! Lena is not familiar with MemberHub; she likes Mailchimp. There was discussion between the two programs: their capabilities, differences and similarities.

## Vice President's Report: Jen Willis

Jen could not be with us tonight, but she relayed to Beth that she's talking to several potential sponsors.

## Treasurer's Report: Gary Lewis

Gary distributed copies of the Mid-November report, as seen below. We have just under \$12k in the bank. The bank charges line item includes other fees like PayPal. These are included for our books. We just paid our last check for NC member fees. The minimal \$1 electronic fee is well worth it considering the cost of postage and the convenience. It still has a "two-signature check & balance" because Beth also had to click for it to go through.

### mid-November 2018 Report

#### Panther Creek PTSA: 2018-19 Budget to Actual Monthly Report



Bank Balance As of November 13, 2018	\$	11,920.68
Outstanding Deposits	\$	-
Outstanding Expenses	\$	100.00
Available Cash Balance	\$	11,820.68

INCOME	Budget	YTD Actual	+/-
PTSA Membership	\$ 5,750.00	\$ 5,160.00	\$ (590.00)
Donations/Sponsorships	\$ 7,500.00	\$ 4,191.00	\$ (3,309.00)
Misc. Income	\$ -	\$ -	\$ -
Retail Income	\$ 3,000.00	\$ 827.66	\$ (2,172.34)
Catamounts Night Out	\$ 500.00	\$ 55.00	\$ (445.00)
Sales Tax Refund	\$ 300.00	\$ 385.27	\$ 85.27
Senior Activities	\$ 100.00	\$ 120.00	\$ 20.00
Senior Sign Sales	\$ 1,500.00	\$ -	\$ (1,500.00)
<b>TOTAL INCOME</b>	<b>\$ 18,650.00</b>	<b>\$ 10,738.93</b>	<b>\$ (7,911.07)</b>

EXPENSES	Budget	YTD Actual	+/-
<b>Operating Expenses</b>			
Bank Charges	\$ 200.00	\$ 127.60	\$ (72.40)
Insurance	\$ 425.00	\$ 425.00	\$ -
Office Supplies/copies	\$ 250.00	\$ 147.35	\$ (102.65)
Website	\$ 140.00	\$ 140.05	\$ 0.05
PTA Council Dues	\$ 50.00	\$ 50.00	\$ -
PTA Membership Dues National + State	\$ 2,400.00	\$ 2,184.00	\$ (216.00)
<b>Total Operating Expenses</b>	<b>\$ 3,465.00</b>	<b>\$ 3,074.00</b>	<b>\$ (391.00)</b>

<b>Program Expenses</b>			
Freshman Camp	\$ 400.00	\$ -	\$ (400.00)
PTA Membership Incentives	\$ -	\$ -	\$ -
Reflections	\$ 200.00	\$ 25.00	\$ (175.00)
Senior Activities	\$ 1,000.00	\$ 609.59	\$ (390.41)
Senior Signs	\$ 800.00	\$ -	\$ (800.00)
Staff Appreciation	\$ 4,000.00	\$ 149.49	\$ (3,850.51)
Volunteer Appreciation	\$ 100.00	\$ -	\$ (100.00)
Hospitality	\$ 300.00	\$ -	\$ (300.00)
Student Recognition	\$ 10,000.00	\$ 2,511.28	\$ (7,488.72)
Staff Grants	\$ 2,000.00	\$ -	\$ (2,000.00)
Teacher of the Year Banquet	\$ 215.00	\$ -	\$ (215.00)
<b>Total Program Expenses</b>	<b>\$ 19,015.00</b>	<b>\$ 3,295.36</b>	<b>\$ (15,719.64)</b>

<b>TOTAL EXPENSES</b>	<b>\$ 22,480.00</b>	<b>\$ 6,369.36</b>	<b>\$ (16,110.64)</b>
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**INCOME minus EXPENSES**      **\$ (3,830.00)**      **\$ 4,369.57**

Projected      Actual to Date

Carry-over from 2017-18 (bank balance on 7/1/2018)      \$7,101.11      \$7,101.11

**Projected Carry-over to 2019-20**      **\$3,271.11**      **\$11,470.68**

Projected      Actual to Date

Restricted Line Items (INCOME)	Budget	YTD Actual	+/-
The Junghee Lim Memorial Scholarship for Women in Science	\$ 350.00	\$ 350.00	\$ -
<b>TOTAL INCOME</b>	<b>\$ 350.00</b>	<b>\$ 350.00</b>	<b>\$ -</b>

Restricted Line Items (EXPENSE)	Budget	YTD Actual	+/-
The Junghee Lim Memorial Scholarship for Women in Science	\$ 350.00	\$ -	\$ (350.00)
<b>TOTAL EXPENSES</b>	<b>\$ 350.00</b>	<b>\$ -</b>	<b>\$ (350.00)</b>

Thank you Tricia for your continued support!

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## Committee Reports

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**Grants Committee, Kerry Gustafson:** First of the staff grants have been received, and the electronic submission is working well.

**Webmaster, Lena Osorio-Gemisic:** Discussed the newsletter again and the capabilities of Mailchimp/MemberHub.

**Reflections, Christine Burillo-Kirch:** Christine could not make it, but reported to Beth that everything is on schedule.

**Senior Activities, Sarah Martin:** Nothing to report.

**Staff Appreciation, Kris Gustafson:** Kris couldn't be here tonight, but here is her report... The staff luncheon will be on May 3rd from 10-11:45am. We will have Daniel's again. Kris is getting food for 175 people instead of 200 since we had so much food left over last year. Lunch will be around \$2,600 which includes water bottles, main course, sides and dessert! We can use our tax exempt number, so we won't pay taxes. Sounds great!

**Student Recognition, Colleen Gregg & Daphne Stam:** Daphne & Colleen couldn't be here tonight. We had Spotlight Breakfast on Friday. It turned out so well! There were about 12-13 students decided on by the department.

**Catamounts Night Out, Denise Grennan & Liane Smith:** Denise & Liane couldn't be here tonight. Moe's is this Wednesday-Saturday Nov 14-17<sup>th</sup>. It is a coupon fundraiser, so we have to print the coupons out. We can hand them out at work and give to friends. Customers receive \$3 off and we get \$3. We can put it on Facebook & tell parents to take them to work, community support, signs at carpool, etc.

**Loyalty Rewards, Nan Zhou:** (Harris Teeter, Publix) Hi Nan Zhou, welcome! Nan discussed Harris Teeter and Amazon Smile and linking the numbers in the database. We discussed getting the word out about our Amazon Smile account. Possibly doing a slide in school. The slide could list all PCHS groups that use Amazon Smile. Robin will write a blurb and Tricia will edit it. Nan also discussed receiving/not receiving Catamount Message texts... Dr. Hedrick will look into why some parents are not getting the messages. We could post Amazon Smile and Catamount messages on Nextdoor. We could reach out to alumni, maybe have an alumni Facebook page. The band has an alumni page and some high schools have "Class of ..." pages. We have information going back 3 years of people that haven't unsubscribed. Might be worth looking into.

**PBIS, Tricia Cernoch:** Nothing to report, but the next meeting is Monday, November 19<sup>th</sup>.

**Membership, Robin Lundin:** Robin explained that while our membership numbers are not that far off our goal, the amount of donations is much lower than expected. Our goal membership number is 600 (50 faculty & 550 parent/student). Our actual membership numbers are 548 (56 faculty & 492 parent/student). So we're at 91.33%.

On the other hand, our goal donation amount is \$10,650 (\$10,150 excluding \$500 in sponsorships) and our actual donation amount is \$7,111. So we are about \$3k short and thus only at 70.07% (excluding sponsorships). We discussed different ways we could encourage membership donations such as: student videos, December year end push, reiterate that it's tax deductible, communicate what we did with the grant money last year, etc.

Beth shared an email she received from MPMS's principal, Mr. Smith, sent on behalf of their PTSA listing the benefits they had done for their school. Dr. Hedrick could send out the same sort of email. Could have other "support the creek" items as well like... Amazon Smile, Harris Teeter, Publix. Robin will write blurbs and Tricia will edit.

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## Other Business

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- Take Your Family to School Week Grant: Sarah says we'll find out Thursday at 11am ;

Meeting adjourned at 8:02 pm.