November 15, 2016

**Members present:** Barbara Elliff, Catherine Friend, Kristin Capstraw, Fatina Williams, Maureen Osler, Stephanie Schoennauer, Lindsey Olson, Candice Goodman, Trina Estrada-Good, Leigh Ann Platt, Courtney Nugent, Bethany Kashawlic, Nevada Sprung, Heather Gaillard, Shala Blue, Rachel Margolis, Kathy ?, Debbie ?

**Call to Order**

Meeting was called to order at 7:00pm by Barbara Elliff, President

**Welcome / Introductions**

Barbara Elliff welcomed parents to the meeting. Explained that usually we have representation by Ms. Lewis, Ms. Goldstein and Ms. Drickey. They are attending a training this evening and could not attend.

**Approval of Minutes**

Barbara asked for a motion to approve the minutes from the October 4 meeting. Kristin Capstraw motioned to approve. Fatina Williams seconded. Barbara asked all in favor to say Aye. Minutes approved.

**Officer’s Reports:**

President- Barbara Elliff

* You all are doing a great job. Thank you.
* Reported our taxes have been completed and mailed.

Vice President - Catherine Friend

* 211 family members, 71 staff (lower percent than last year)
* We are in financially good standing with state and national; have paid dues to state and national based on new members in October.
* Hawktoberfest perks – free photo booth
* Coordinating with Fatina Williams to attach membership cards to directories when they are distributed.

Corresponding Secretary - Fatina Williams

* Directory has been turned over to the printer.
* Ordered 240 copies.
* Recommended using printer for large jobs if you have a need. Much cheaper, will be delivered to our front office, great working with them.
* Fatina can share the print/work order form with anyone interested.
* Barbara suggested sharing that with Pam Fine and Ways & Means.
* Will update bulletin board on Friday with a holiday theme.

Treasurer - Kristin Capstraw

* Huge deposits from Book Fair and Yankee Candle sales.
* Everything is going well. Thanks for filling out forms diligently.
* Made a motion to approve the October report as presented. Fatina Williams second. All approved.

Recording Secretary - Maureen Osler

* Nothing to report.

Principal - Ms. Lewis (reported by Barbara Elliff)

* Thanks to Trina and Anne and the whole committee for Hawktoberfest. Very successful. This was the best yet.
* A big thank you to all who helped serve the Veterans Day Lunch.
* FCPS is revamping their employee recognition plan. Parents now have an opportunity to share input for teacher nominations. This information is in the November School House News and on the Hayfield ES website.
* Wanted to note another item from the School House News that the patrols are being pulled from any posts that are not on school property. This is a safety concern, not a reflection on how our patrols do this job.
* Courtney Nugent suggested we as residents can notify our local officials to look into this. Barbara encouraged we could contact the School Board as well to make them aware of the trickle down effects of the start time changes.

Ms. Drickey – SCA Representative (reported by Barbara Elliff)

* Angel Tree – new unwrapped toys for Toys for Tots. Tree will be in lobby starting after Thanksgiving through December 14.
* Spirit Day – December 16 – Wacky Friday

Nevada Sprung – Library Chair

* Just finished the book fair. Very successful. We sold over $7700 (about $4200 will go to Scholastic) $3477.61 will go to school.
* Thanks to everyone who volunteered and helped.
* Even though this year’s book fair was shorter, we were just as successful. Great turnout at Family night.

Heather Gaillard – Enrichment Matters

* Everything is going well
* Winter classes required some changes. Switched out fencing for pottery; other classes will be: soccer, Minecraft modeling, Act it Out, Funky Forces and Spanish.

Stephanie Schoennauer – Cafeteria Coordinator

* Cafeteria hostess will be out of all of December. Someone might be filling in but if not will work to get volunteers to help cover this absence.
* Working to coordinate volunteers for the Soar Store. Clarification of who should be staffing the Soar Store. This is typically run by the counselors. She is wondering who should coordinate volunteers for the store.
* Parent (Debbie) described for the group what the Soar Store is all about, as she was the volunteer staffing the Soar Store this week.
* Stephanie will send out a sign-up genius to request volunteers.
* Nevada Sprung suggested moving the Soar Store to Friday to get more volunteers since it is difficult to take time off from work on a Tuesday.

Candice Goodman – Holiday Market

* Described Holiday Market to the parents in attendance. An opportunity for students to shop for holiday presents without their parents, parents can shop staff craft stands in the library.
* Just sent out a sign-up genius asking for volunteers.
* Coordinated with Bethany (Hospitality) to provide paper products for this event.
* Flyer (currently pending Barbara’s approval) will go in Thursday Folders
* Kristin Capstraw asked Candice to let her know what they will need for cash boxes.

Melanie Forshey – Staff Appreciation

* Has created a Google doc for Teacher wish lists.
* Will also send out form, but hoping teachers will use google doc

Trina Estrada – Social

* Hawktoberfest was a success.
* Sold 488 white and orange bands (students, K-6) which is around 63% attendance (possibly more if you consider those who did not buy bands)
* 51 blue bands (Pre-K siblings of our school aged kids)
* 539 kids at the event, NOT counting kids who did attend but participated in the cash only events
* Sold 165 t-shirts, earning $810
* Cake Walk was popular – sold over 400 tickets earning $808
* Popcorn and water sales brought in $350
* Volunteer face painters allowed us to not have that loss of funds. Painted 106 kids in 2 hours, earning $212
* Photo Booth – 57 PTA members used the perk certificate. 14 photos were purchased, earning $70
* Stayed under budget, while putting extra money into the inflatables (they cost a little over $1,200). Volunteers did a great job of keeping lines moving.
* Orange bands helped keep the gym “less insane”
* Volunteer incentive – if you volunteered an hour, your kids could each get a fast pass. This was the first year, under Trina, that we had full coverage.
* The importance of having an actual committee cannot be overstated. Made a huge difference.
* Increase in pre-orders was good but still at 60/40 ration to door sales. Contemplating ways to get more people to pre-order because the line to buy was too long. Do you shut down sales 30 minutes prior to end of event?
* Lessons learned: more activities for the K-2 age range; must have SCA involvement for Wax Museum to be successful- when they are excited about it – it goes well.
* Barbara gave a shout out to Ms. Jarvis and her husband for the great job they did with the t-shirts (even running out for more bleach pens…)
* Next even is: Bingo (unless we do a just social event in January)

Courtney Nugent – Spirit Wear

* Vendor is backlogged so our orders are not in yet. Will plan to pick up our order on Wednesday. Hope to send out in Thursday Folders.
* Debating whether to have a table at the Holiday Market. We did not have many sales at this event last year.
* January/February event will be planned to sell cold weather gear.

Bethany Kashawlic - Hospitality

* Holiday Market – cookies, coffee in library
* Dec 14 – staff holiday lunch – 100 gift cards for staff;
* Ask for soups and desserts; will provide Panera sandwiches.
* Will take donations through December but will need to spend money before all donations are received. Want to give a heads-up to Barbara and Kristin, both ok with this plan.
* Flyers and notices will be up in all the usual places; FB, Hawk Talk,
* Parent *(Shala Blue)* asked if the donation request form breaks down what your donation would go towards. People might be more willing if they knew their $10 goes towards a gift card for the teacher. All agree this is a great idea.
* Side conversation about getting a Costco card.
* Parent (Debbie) asked why PTA must fundraise for cafeteria tables.
* Nevada Sprung addressed this from the perspective of a FCPS teacher. We are underfunded as a school system. The Meals Tax plan did not get approved.
* Barbara clarified this specific fundraising is also addressing our need for different tables due to the number of students we have. A different style cafeteria table would allow more students to fit in the cafeteria at a given time.
* Further clarified how our fundraising goals are decided with Ms. Lewis. The growth in our school specifically is driving our needs. Space is at a premium.
* Parent felt this answered her question. Encouraged the need to make more parents aware of how their donations to PTA support the school as a whole. Catherine clarified that not all PTA funds go to just the main fundraiser…we support, teacher training, school agendas, field trips, school assemblies etc.
* Fatina Williams asked if the school has a “wish list” that parents could direct donate towards. Barbara will discuss with Ms. Lewis.
* Barbara asked people to feel free to email her directly with questions.
* Courtney Nugent made two points: 1) our PTA brochure does a good job spelling this out. 2) We need to get more FB likes as it’s a good way to share information.

Amanda Belt – CAPS (reported by Barbara Elliff)

* The lead teachers requested an assembly called Chesapeake Critters for the 4th, 5th and 6th graders.  Program is provided by Under the Sea, cost is $375, approved by Ms. Lewis.  Program will take place on December 14.

Kelley Keeney – Secondary School Liaison (reported by Barbara Elliff)

* I have contacted the teacher in charge of community service hours requesting he add the Holiday Market to the list so that high school students have the opportunity to volunteer.
* If anyone else needs an event added, please let me know.
* Rorer's Produce will set up to sell Christmas trees and wreaths to benefit Hayfield Athletic Boosters starting the day after Thanksgiving.
* Donuts with Santa will be Saturday, December 10, 9:30-11 in the high school cafeteria.  Flyers will be sent home in the Thursday folders.
* Finally, come out this Friday night at 7:00 to Lake Braddock Secondary to see our Hawks take on the Bruins in the second round of playoffs!  GO HAWKS!

Amy Phillips – Reflections

* Entries are in and being judged this week.
* The winners will go on to compete at the county level.  Winning entries will be submitted to Fairfax county this Thursday and Friday.
* Special thanks go out to Mrs. McLaren-Wood for the many news show announcements.

Pam Fine/ Teresa Archer – Ways and Means (reported by Barbara Elliff)

* Last day for Yankee Candle Fundraiser was Monday 11/14/16.
* We had a total of $6849 in orders (as of today)
* Approximately 80 students participated (that is a nice increase from previous sales)
* Breakdown: $3983 from online sales, $2866 from order forms.
* We had one $20 donation separate from orders.
* Approximate Profit at 40% of sales before paying shipping for the order form sales is $2700.
* We will not be accepting any more order form sales but people can still place online orders and we will earn 40% on those as well.
* Orders were sent via FedEx Tuesday, 11/15/16, and I will send a KIT message and Thursday Folder message when I have a delivery date. As well as post it on PTA website and Facebook page.

Kristin Thompson - Spirit Nights (reported by Barbara Elliff)

* We are having a spirit night event Wednesday, November 16th from 4-9pm at Fiona's Irish Pub.  15% of all food purchases will be donated to the Hayfield ES PTA.
* In October, we raised $344 from Ledo's spirit nights.
* Thank you for your support and please continue to spread the word.

Patti Mosko, Reward Programs Chair (reported by Barbara Elliff)

* CFC will now be charging an application and listing fee every year upfront of $275. There is no guarantee that there will be contributions made in excess of that amount.
* Would like feedback on whether to try it out this application (December for 2017-18 catalog) however, PLEASE NOTE: The money would have to come from another funding source because except for CFC and AmazonSmile (which has only brought in $133 this year so far) the ~$6,000 that Reward Programs earns annually goes directly to HES Administration.
* Barbara made a motion to not apply for the 2017-18 CFC Catalog. Catherine Friend seconded. All approved.
* Other updates:

o   Giant A+ has earned $540 so far this school year.

o   Box Tops were submitted November 1. A check for ~$530 will be sent directly to HES Administration in December.

Monica Billger – Go to Green Coordinator

* Garden is done.
* Meeting with principal soon to discuss salad garden project
* Spoke with an Eagle Scout to take soil out from around our sign and will plant local varietals…December 3
* We are using a Fairfax natural specialist to choose appropriate plantings.
* Nicole Johnson (new teacher) got members of community to weed our beds out front this past weekend. Thank you!
* Thank you to Ken Ward for his help with the garden project. Got the lumber (about $1000) donated.

**Other items:**None.

Meeting adjourned: 8:16pm by Barbara Elliff, President

Respectfully submitted by Maureen Osler, Recording Secretary