

JPII Parent Association Meeting Minutes 14 October 2024

Members in attendance: Angela Lowe, Katherine Luders, Sharon Patterson, Vickie Marks, Diane Olszewski, and Dr. Jeremiah Russell

Angela Lowe called the meeting to order and opened with a prayer. Minutes from the 23 September 2024 meeting were presented for approval. There was a question of whether or not a quorum was present. Angela confirmed that a quorum is met if $\frac{1}{3}$ of board is present. Because a quorum was met, the minutes were voted upon and approved as submitted.

Treasurer's Report - Angela Lowe reporting for Wendy Evans. Financial report only available through August - no Sept numbers yet. Gay to get updated numbers to Wendy as soon as possible.

President's Report - PA membership currently stands at 130 members. Gay will check again and report updates to Angela. PA still needs more members. Parents were emailed in English and Spanish before fall break, and they will be contacted again today (14 October). PA memberships also advertised on social media. Sign up opportunities were available at the PA table at the Homecoming game. Goal for this year is 200 families. Last year we had 185 families. Advertising and recruitment campaigns so far this year have been strong - out of uniform day offered as well as continuous reminders to parents. The PA has used several different approaches this year already (email, social media, word of mouth, English and Spanish, in person at meetings and school events) - so it is not readily apparent why our membership numbers are down.

Ideas were presented to help grow membership numbers - from highlighting and re-clarifying for parents exactly what the PA does for the school, to developing a "reverse marketing" campaign, where we let parents know what we will NOT be able to provide for the teachers and the school without their membership dollars. Another possibility is having the QR code on display at the 25vOctober JPII football game - it will be senior night and will probably be attended by parents who don't usually go to the football games. Signup opportunities will also be available at Oktoberfest. Dr. Russell and Diane suggested that we might have some success if we publicize more aggressively exactly what the PA is doing - pictures on social media, etc, so that parents understand the value. Angela will contact Daphne Ticola (marketing) about putting together a flyer with pictures to highlight what the PA is doing. Vickie suggested possibly creating a video through Canva that can be posted on social media or other showing the PA in action.

Angela reminded us that the teacher gift cards are a \$2800 expense, and with the Christmas luncheon using another approx \$550 from the PA budget, it would be good for the parents to know that we can provide those gifts to teachers only if we have the money to do so. Again, creating parental awareness is key.

Finally, for the Parents Prayer Group, Angela reported that Gay Pittman can add the information about volunteering for prayer group to the FACTS form, but it will likely require Gay to redo the entire online form. Gay said she would be able to do that, if needed.

JPII Admin Report - Dr. Russell requests that the PA assist in making sure all families are aware of what he sent out in his Parent Letter the previous week. It was mostly calendar information and schedule adjustments, but important to make sure all the parents are aware since it includes several late starts and early dismissals in the coming weeks.

Each quarter, the PA president is asked to submit a report with PA activities and status updates for Dr. Russell to submit to the Board of Trustees during their quarterly meeting. The next JPII Board of Trustees meeting will be held on 7 November 2024. Dr. Russell requests that the PA (Angela) submit the report to him by 1 November. Sharon Patterson (past PA pres) will forward a copy of last year's first quarter report to Angela for reference.

PA Committee Reports -

Angela Lowe for Kari Creehan (Hospitality) - Next hospitality event is 14 November - 7th Grade Showcase. There will be a PA table with water and muffins, and there will be two or three PA parents manning the table to assist with refreshments and answer questions from prospective parents.

Hospitality has already requested catering quotes for the Christmas luncheon. Hopefully we will be able to use the same caterer as last year (Bubby's Diner), as opposed to soliciting parents for food donations if we do not meet our PA membership budget goals.

Oktoberfest Update - Vickie Marks

Event to be held on 25 October 2024. As of 14 October, there are 159 guests confirmed. Still waiting on 18 names from sponsors, which would add up to 177 attendees total. Sellout is 200 guests. We currently have 27 items for silent auction with a combined value of \$7500. Vickie estimates that we have collected enough wine and spirits for the games. More volunteers are needed for set-up, clean up, and to man the event and run the games on 25 October. Basket donations for each of the grades went very well.

Discussion ensued regarding opening the event and the invocation. Fr. Daniel and Fr. Joe will not be available for opening invocation, and Dr. Russell will not be onsite until after 6:45 pm. Therefore, this year we will not have an opening cheer and invocation.

Income and expenses are going along mostly as expected. One unexpected expense this year is table rental for approx \$600. We are also renting a "high bar." Another change will be that rather than Vickie's mom making potato salad and cucumber salad for 200 people, we will purchase these items from the Redstone Arsenal Combined Club. This will be an added \$600, but Vickie's parents have graciously offered to pay \$200 of that cost. Overall, because the event

has grown in scope and because we have taken in over 30K in sponsorship this year, these added expenses are both justifiable and easily absorbed within the budget. Vickie suggests that as the event grows, we transition back to as much outside professional catering as possible, as we did for the first Oktoberfest three years ago.

Regarding logistics, Vickie has already coordinated for purchased/rented/catered items to be delivered and appropriately stored before the event. The Knights of Columbus are scheduled to arrive at 3pm on 25 October to cook the food, replenish the food line, etc. (Sidenote - The KoC requested that they be able to advertise their Tootsie Roll fundraiser during our Oktoberfest event. Vickie told them that they would be able to display their jar in the outside hallway, but not inside the gym where Oktoberfest is being held.) Vickie is requesting help from PA volunteers for "cash call" during the live auction. Libby Parker will be coordinating the close out of the silent auction sheets.

The Little German Band will be signing waivers in lieu of purchasing an event insurance policy.

The after-action meeting for Oktoberfest is tentatively scheduled for 7 November at 5:30 pm in JP11 library.

Class Liaisons - Nothing to report

New Business -

In order to better ensure the PA has sufficient funds each year to execute PA activities and support administration/advancement/faculty events, Angela proposes that a \$25 PA membership fee be automatically assessed to each family each year. All of our families rely on our teachers; therefore, all of our families benefit from the teacher appreciation / other activities that the PA provides. By adding this small fee to the JP11 yearly fees already assessed, or at least by making it an opt-out fee rather than a voluntary one we must solicit (at the same time we are soliciting for Oktoberfest), it would allow the PA to focus completely on the mission of providing value-added support to the faculty, advancement department, and JP11 overall, rather than executing two fundraising efforts at the same time. .

Dr. Russell said that he is initially reluctant to automatically assess another fee to parents, especially with 2024-25 tuition prices definitely increasing and athletic fees possibly increasing. To garner parental feedback on this issue, the PA will create and distribute a survey to parents regarding the automatic assessment of fees vs an opt out fee option vs the current voluntary fee option. Results to be given to Dr. Russell prior to Thanksgiving break. No matter what happens with the PA fee for next year, it was agreed by all in attendance that scholarship families would not be automatically assessed the fee, but instead it would be kept voluntary.

Meeting was adjourned at 2:41 pm.

