

# Masterman HSA Board Meeting

Wednesday, 10.07.2019

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## Attendees

Barbara Dallao, Michal Leventhal, Jessica Brown, Alecia Burke, Michael Hoffberg, Ray Maisano, Lynette Samuel, Sam Khalifa, Dawn Levi, Kate Smith, Marjorie Brunner, Faith McCray, Van Mahlab, , Madhu Narula, Mark Bowerman, Richard Moore, Anna Moran, Rebecca Makuen, Jennifer Sorrentino, Andrea Shuster, Judy Shelton, Amy Weidner, Jason Duckworth, Avigail Milder, Nicole Eggerts, Stefanie Grenier

## Agenda

The meeting was called to order at 6:06 pm.

Motion made by Dawn Levi and seconded by Sam Khalifa to approve meeting minutes of September. The motion passed and the meeting minutes were approved.

HSA President Barbara Dallao introduced the Executive Board.

### Principal's Report: - Jessica Brown

- Ms. Brown thanked everyone for the successful Social on Thursday, Oct. 3.
- On Oct. 16 10<sup>th</sup>-12<sup>th</sup> grade students district-wide will take the PSAT and SAT and there is a 1:40 dismissal for high school students. Only juniors pay for the exam. Seniors will work on their college essays and applications in the Library.
- Ms. Brown thanked the counselors for organizing Financial Aid night. Sixty parents attended to hear an admissions counselor from Villanova University speak.
- Masterman is running the magazine drive. Families can purchase subscriptions for the Library.
- As requested at the September meeting, Ms. Brown gave an update on the Masterman Foundation fundraiser held at the end of the 18-19 school year. The drive raised \$23,000 which was put towards the Maker Space. A large format printer has been installed in Room 402 and creative cloud software is on order. Ms. Brown will publish a blog when the space is ready. The school will also be purchasing new furniture (tables) for the Library, which will be moveable. Barbara Dallao asked which giving categories were most funded and Ms. Brown said general funding, with a few thousand dollars specifically to the Maker Space.
- A letter about Senior Internships is going out to the entire community to request sponsors for to host interns for 30 hours/week for 2 weeks.
- The Book Fair will be held at the end of the October.
- Three open houses for incoming Middle and High School applicants will be held Oct. 11th, 18th and 23rd. NJHS students lead tours and parent volunteers are needed to answer questions and help students.

### Officer's Reports:

#### President's Report: - Barbara Dallao

- Barbara issued calls for small short-term help:

- Directory – Barbara explained the long-term goal is to create a database for future publications. We are presently trying to get the print directory out by November. We are only missing 270 forms. She asked for volunteers who have good attention to detail to help enter information by Oct. 14<sup>th</sup>.
- There is need for general graphic design, web design, tech knowledge for many projects and anyone is invited to contact the HSA Board if you can help.
- Barbara highlighted the importance of the \$80,000 goal of our membership drive as cash flow. The Board appreciates every donation and if you can, please add an extra donation.
- Barbara reiterated that the Social was wonderful.
- Barbara reviewed the annual fundraising schedule and that we are currently in the Membership Drive, then Barbara will draft the year-end appeal letter with Ms. Brown, and then we will be in the Auction phase.

### **Vice Presidents' Report:**

Michal Leventhal reported on the Staff Grants, which provide \$500/faculty member (\$20,000 budget) for curricular activities/support supplies. We have 5 applications. The VPs are in the process of reminding the faculty and staff that the deadline for application is Oct. 31<sup>st</sup> followed by approval process.

Michal reported:

- An Events Checklist has been created and will be sent to all Committee e-mail addresses.
- Seventy-five people attended the 3<sup>rd</sup> annual Rooftop Social, which was held in the cafeteria due to the rain. Attendees enjoyed performances by a high school string quartet and Chamber Choir and background music provided by Harry Nevers. Michal thanked Social Chair Michelle Brown-Nevers for organizing the event.

Dawn Levi reported:

- The Directory is on track for publication. Barbara Dallao said that HSA will reach out to Ms. Brown for updated faculty information and will include the New Family Tip Sheet and Calendar. A question about moving to online submission form was posed and Dawn said that was the goal for next year. Dawn replied to a question on using opt-in form that an opt-out form is required because there may be changes to personal information. We could confirm the information already on record.
- Dawn is serving as the volunteer coordinator and interested parents can contact her at [volunteers@mastermanhsa.com](mailto:volunteers@mastermanhsa.com)

### **Recording Secretary's Report:**

Alecia Burke reported she shared bylaws with new committee chairs and asked all new chairs to review them and send any questions to her or Michal Leventhal. She also asked chairs to send the dates of their volunteer clearances reports to her.

### **Treasurer's Report:**

Van Mahlab explained the monthly financial report is two pages: the first shows income (donations) and the second shows expenses. She reviewed that income line 20 (Membership) has about \$32K and income line 15 (Logo Sales) has about \$4,500. Expenses attributed to income are logo purchases. Van noted that the expense report does not capture activity after September 30<sup>th</sup>. Expenses occurring after September 30<sup>th</sup> include line 72 noon time aide (\$15,600), line 91 Take the Lead dance for 11<sup>th</sup> grade physical education classes, line 80 science supplies (gloves, acid storage box) and books carried over from the summer.

Van invited members to contact her at [treasurer@mastermanhsa.org](mailto:treasurer@mastermanhsa.org) with questions on monetary policy.

Barbara Dallao highlighted the tech line in the budget at \$40K. Last year HSA purchased four Chromebook carts and a laptop for \$70K. This year the funds are split between technology and books and Barbara offered that Communications Chair Mike Hoffberg will once again work with Ms. Lerer to find the best ways to meet the technology needs of the school. Barbara noted that April Meidt collects Box Tops for the school and Ray Maisano said that Box Tops are moving to digital submission. Barbara introduced new Hospitality Committee co-chairs Faith McCray and Sam Khalifa, who will stock the HSA closet and help with food and supplies for events. Barbara also noted the weekly Newsletter revamp and thanked Natasha Andjelkovic for the new features and introduced Nicole Eggerts as the new Newsletter creator.

### Committee Reports:

a. *Academic Affairs* – Mark Bowerman reported the first events were held last week: Ms. McGeary and Ms. Romeo led a session to help 5<sup>th</sup> and 6<sup>th</sup> grade families get grounded and Mr. Gilken and Ms. Solomon led a session about new things happening in high school. The middle school session was well attended with about 40 parents. The high school session targeted 9<sup>th</sup> grade parents and had 10 attendees. We may make this more of a general high school session. Mark thanked Ms. Brown for her support. Mark reminded everyone that the first session in the Generation Stress series will be Oct. 23<sup>rd</sup> when Dr. Rosenwasser will speak. There are 37 RSVPs so far, with more promotions over the next few weeks. Mark is working to build a passionate committee and talent base and everyone is welcome to join. Barbara noted that she met Mark on the SAC Health and Wellness committee and the HSA is happy to put the ideas discussed in SAC into action and that there is a good synergy with SAC. She thanked Mark for his tireless research.

b. *Beautification* – Michal Leventhal invited everyone to help at the Fall Work Day scheduled for Saturday, Oct. 19<sup>th</sup> from 8 am to 2 pm and encouraged them to RSVP on the SignUpGenius. Light breakfast and lunch will be provided. Barbara Dallao noted that the SignUpGenius helps us plan, so please sign up in advance, but no one is turned away. A question was posed to see if the basketball court would be repaired on Oct. 19<sup>th</sup>. Avigail Milder, Rooftop Committee Co-Chair, answered that Avigail and Fritz Dietel, Beautification Co-Chair) want to make it part of the cleanup day, but they will meet in advance to evaluate possibility. Avigail hopes all three courts will be functioning after Oct. 19<sup>th</sup>.

Avigail reported on the Rooftop Committees research on shade furniture and the intent to purchase new outdoor furniture with a portion of the funds. The Rooftop Committee has identified potential furniture that is aluminum, which requires less maintenance than wood furniture, and is found on college campuses. A question was asked about hot furniture and Avigail said there were no complaints about heat but there were complaints about glare. A question was raised about securing the furniture and Avigail said they would be bolted to the roof. A question was raised asking if this furniture can be found around Philadelphia and Avigail said she would ask for a list from the vendor. Ms. Brown said we would need the ok from Facilities. Barbara Dallao asked how this will impact active space on the roof and Avigail said Rooftop Committee has measured the space and there is plenty of room. Avigail said the lead time for the entire order was four weeks.

c. *Business Liaison* – Barbara Dallao reported that Celmouth Stewart, former Business Liaison Chair, moved outside of the city and committee deputy Camille Duchaussee declined to chair the committee. Barbara is thinking through this appointment and ensured the Board that the planned brochure is actively going forward. Avigail Milder said the text is ready to be sent to Ms. Brown. Barbara explained that the brochure is a tool for connecting to businesses, for example the Auction Committee soliciting sponsorships and donations, an informational tool for introducing Masterman to businesses outside of the parent pool.

d. *Communications* - Mike Hoffberg updated on the Directory, reporting that he has e-mailed families for whom forms had not been submitted. He continues to administer the LinkedIn and Facebook communities and contact him with any ideas for execution. Barbara Dallao noted that Mike has been upgrading and

standardizing how the HSA does business. For example, Barbara met with Madhu Narula regarding the auction database and Mike will help to figure out how to utilize what we have or if we should move to new products. Mike reported that currently Google does not allow a branded channel. Mike is also working on dial-in possibilities for future events.

f. *High School Liaison* – Barbara Dallao reported that the HSA gave Freshmen Masterman-branded lanyards. The entire 5<sup>th</sup> and 6<sup>th</sup> grades received a little gift bag. These minimal, de minimis costs serve to build community and make the students feel good. Madhu Narula announced the seniors will receive “Class of 2020” magnets and the HSA and administration are actively trying to find a time when the entire class is together.

g. *Hospitality* – Faith McCray and Sam Khalifa said they would like to see the HSA closet and Barbara said maybe on Oct. 9<sup>th</sup> they could meet to go through the closet. Barbara also reminded Committee Chairs to clean up the closet when you are finished with an event.

h. *Library* – Amy Weidner introduced Jennifer Sorrentino as a Thursday Library volunteer and Book Fair sign up point person. She invited everyone to volunteer for the upcoming Book Fair. Barbara invited the Library Committee to publish Newsletter updates on Library happenings.

i. *Logo* – Ray Maisano reported on Back to School Night sales and thanked parent and student volunteers. \$3, 651 in sales occurred that night and the total was about \$4,000 including internet sales. Ray said the committee is working on new products, a website update, and credit card acceptance at events. A suggestion was made for “Masterman Mom and Dad” shirts. Ray encouraged everyone to ask their children what items they would like to purchase. Barbara Dallao informed Ray to reach out when the committee is ready to explore new items because a parent has offered to help with a supplier.

j. *Membership* – Rebecca Makuen reported that we are at 45% of the goal. Next week is a big push and the committee will send the participation tally to advisers and incentivize participation to show appreciation for their support.

k. *Middle School Liaison* – Barbara Dallao reported that we need Middle School homeroom parents. The role of homeroom parents is to help the information flow between HSA and classrooms. Every teacher has their own needs and requests.

l. *Orientation* – Alecia Burke reported that the New Family Coffee was held at Rybread on September 24. About 40 families attended and Ms. Brown and Ms. Broussard were able to join us.

m. *Rooftop and Open Spaces* – see Beautification report.

n. *Social* – Barbara Dallao announced the Family Dinner is planned for January.

o. *Staff Luncheon* – Judy Shelton asked families to think about the Staff Luncheon when shopping on Black Friday to take advantage of deals on gift items or gift cards.

q. *Teacher Liaisons* – Marjorie Brunner (Middle School Liaison) said the teachers liked the welcome gifts of tissues for each class. They also appreciate the new tech carts. She reported that teachers are working on Staff Grant applications. She thanked Ms. Brown for approving field trips. Barbara Dallao said she was approached by a retired teacher who asked to subscribe to the weekly Newsletter and offered to subscribe any teachers who would like to receive it. Kate Smith reported that faculty are working on Staff Grant applications and that the beginning of the year was off to a great start. A question was raised asking how

many rooms do not have air conditioning. Ms. Brown answered that only the Gym and Cafeteria are now without air conditioning, but that some older units require maintenance. Ms. Smith reported that the High School Robotics team joined the SLA team when Ms. Smith and Mr. Perkins retired from sponsoring the team.

Ad Hoc/Select Committee Reports -  
New Business –  
Announcements -  
Adjournment

The meeting was adjourned at 7:38 pm EST.

## **Notes**

Next Open Board Meeting scheduled for Wednesday, November 13, 2019 6-8pm Masterman Library

## **Action Items**

## **Next Meeting Agenda Items**

Agenda to be finalized

Alecia Burke, Recording Secretary