



Claremont Middle School PTA

Oakland Unified School District

Claremont PTA General Meeting Minutes

Thursday, November 5, 2020 (ZOOM)

Meeting Begins 5:00 pm

Present:

PTA Board

Dan Clifford, President

Shreyas Cholia, Co-Treasurer

Elizabeth Davies, Co-Treasurer

Chris Lu, Secretary

Tessa Gragg, Co-VP Fundraising

Joel Adachi, Co-VP Fundraising

Elaina Garvin Briant, VP Communications

Teresa Mulder, VP Events

Miho Kubota, Parliamentarian

Shona Armstrong, Historian

Molly Brostrom, Financial Secretary

Other

Paul Vetter, Ride 4 A Reason

See Attachment for Other Attendees

1. Meeting Kick-Off - Dan Clifford



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2. Ride 4 A Reason - Paul Vetter (guest)

- 2 kids - 1 Senior @ Tech, 1 Senior @ Oberlin College, both kids went to Chabot
- 13th year of R4R
- Over the years have raised ~\$1.5M donating to OUSD schools
- Claremont PTA is the fiscal sponsor for R4R, R4R pays \$3k to CMS to do this
- this year have 12 beneficiary schools (started w/4) - Emerson, Claremont, Westlake, Life Academy, Tech, Skyline, Oakland Intl, Encinal +, also donate to Equity Fund
- In 2019, distro-ed about \$175k to ~10 schools
- In 2020 distributed ~\$78k to 12 schools, ttl income \$110k, ttl expenditures \$28k, 300 participants
- For 2021 will be a virtual event, can do anything (eg. yoga, biking, running, etc), goal to raise \$200k
- Need more support on social, etc. so asking event organizers to wear more "hats", pushing more outreach to build base
- Plan to increase social media & web presence this year + update website
- Need approval from CMS to pay Jessica deJesus \$19k to do all of this extra work vs. usual \$15k
- Elaina will continue to mention R4R in the Knightline
- Joel will update R4R on the CMS website, Paul should send any updated content to Joel/Elaina

3. Treasurer's Report - Shreyas Cholia/Elizabeth Davies

- Account status:
- CMS checking \$117k
- CMS savings \$52k
- R4R \$23k (some schools still need to pull their disbursement)
- R4R budget change to increase event organizer cost to \$19k from \$15k
- Approve checks 4932-4937 for Claremont & 1059 R4R (see attachment for detail/available upon request)
- build of CMS checks approvals for teacher extra hours + California PTA membership dues

APPROVED - Shreyas Cholia moves to approve Claremont MS check numbers 4932-4936 & R4R 1059, Chris Lu seconds, unanimously approved



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4. Fundraising Update - Tessa Gragg/Joel Adachi

- Auction update
 - Thanks to Leslie & Micki for taking on the auction this year
 - Auction made over \$46k!
 - Amy & Jacquie brought in over \$10k of sponsorships
 - Sara Herring contacted 200+ businesses
 - Thanks to teachers who donated
 - Currently 100% paid!
 - Everyone please come pick up your auction winnings @ Micki's this Sat 11/7 from 12-3p
 - Michi says have heard positive feedback from the restaurants we partnered with
- Claremont Fund has \$86k+ so far
 - raised goal to \$100k
 - another push on giving Tuesday
- Upcoming fundraising efforts
 - Amazon Smile is doing better for us this year than usual, probably due to pandemic
 - "Other ways to give" page is up on site, will begin to push
 - Ms. Dalloway's fundraiser coming up 11/11-11/14, only doing a give back on GC purchases, 15% give back
 - Nathan & Co. shopping week coming up 11/28-12/5 (starts on small business saturday), details tbd

5. Bylaws Review Update - Miho Kubota

- Bylaws committee met
- Made changes to standing rules
- CA PTA updated to allow for teleconferencing so we are updating our but need to get final approval from CA PTA, so will bring to Feb general mtg to vote on CMS PTA approval

6. Communications/Events

- Parent Outreach - Teresa Mulder
 - Survey went out to parents from CMS - concerns that came up were regarding distance learning & lack of social interaction
 - Potential to have psychologist come to speak to parents about distance learning
 - Today Edana had a call scheduled to encourage social interaction over zoom & then there will be one for parents on 11/17
 - Tech had hosted a call with school councillors to speak with parents re questions/issues with distance learning



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- May have better parent participation if zoom links sent to them & if there is an educational component for the parents re distance learning
- Teacher Appreciation - Teresa Mulder
 - Will focus on immediately after Giving Tuesday
 - 12/3 will put out an article in Knightline
 - Follow up email the following week
 - Kim Wilson will collect \$ & work w/Edana on buying GCs
- Next General PTA Meeting will be Thursday 2/4/21 - Chris Lu

7. New Business/Open Items

- Paul V - How to access R4R stuff in storage container? Micki says she has key.
- Micki has a small list of additional restaurants/businesses who couldn't participate in the auction but said to check back in the new year
- Dan spoke to Mr. Mayer re diversity/inclusion
 - How to think about adding events/partnerships in different neighborhoods?
 - Bring in/reach out to more people from Emerson & Sankofa
 - Shona will figure out Sankofa PTA President to send to Dan Clifford
 - Jen Vetter knows Emerson PTA President, will get Dan in touch with someone from their PTA
 - Elaina has student/parent list from office & will send to Tessa, Joel, & Chris
 - Potential to set up a CMS directory for next year with opt out - Teresa will own figuring out
- How to "advertise" what the PTA is doing & raising \$ for?
 - Article to Elaina to post
 - Dan to write a letter
- Should we back off asking for donations to the PTA for Giving Tuesday this year & ask people to focus on community giving instead?
- Chris to contact Edana re Claremont families in need
- Chris to add time with Mr. Mayer @ next board mtg to discuss abv

8. Close - Dan Clifford

6:47p Meeting Adjourns



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Meeting Attendees

| <u>Name</u> | <u>Email</u> | <u>PTA?</u> |
|---------------------------------|--|-------------|
| Brandon Herring | brandon.d.herring@gmail.com | Y |
| Chris Lu, Secretary | chris.lu.66@gmail.com | Y |
| Dan Clifford, President | dan.clifford@gmail.com | Y |
| Elaina Briant, VP Communication | elainagarvin@gmail.com | Y |
| Elizabeth Davies, co-Treasurer | e.b.davies@gmail.com | Y |
| Jennifer Vetter | jennifer.vetter@ousd.org | |
| Y | | |
| Joel Adachi, co-VP Fundraising | joel.adachi@gmail.com | Y |
| Matt Livermore | mattlivermore@aim.com | Y |
| Micki Mika, Auction co-Chair | mickilmika@gmail.com | Y |
| Miho Kubota, Parliamentarian | miho.kubota@gmail.com | Y |
| Paul Vetter, R4R | paul4vetter@gmail.com | Y |
| Saja A | saja_abd@yahoo.com | Y |
| Sara Herring | sararherring@gmail.com | Y |
| Shona Armstrong, Historian | shona_armstrong@hotmail.com | Y |
| Shreyas Cholia, co-Treasurer | shreyas@gmail.com | Y |
| Teresa Mulder, VP Events | tamulder@yahoo.com | Y |
| Tessa Gragg, co-VP Fundraising | threedollarshoes@yahoo.com | Y |