

# **Sunrise School Parent Association**

Monday, November 2, 2009

6:45-8:00 pm

## ***ATTENDEES:***

Lauren Beiley, Aurora Morcillo, Derrick Arias, Julie Arthurs, Estela Herrera, Joyced Aloma, Mike Torres, Danaee Perez Doty, Ross Toyne

This meeting started at 6:45 with refreshments and official discussion beginning at 7pm. An agenda that had been sent out prior to the meeting via email was also given as a handout. Aurora Morcillo, Vice President, ran the meeting as the PA President, Liseth Araya was unable to attend. The agenda and timeline were followed to ensure finishing the meeting on time. The meeting finished at 8:10 pm.

## ***Items Discussed:***

**TREASURY REPORT** (Derrick Arias, Treasurer) - Derrick reported we currently have \$1,611.64 with PA dues from additional families since the last meeting. It was agreed another email about PA dues is needed as not all families at the meeting were aware of these dues.

## **COMMITTEES: HEADS/HEARTS/HANDS -**

We reviewed these committees with new parents and they signed up. Danaee and Estela volunteered as the leaders of the Hands Committee. We still need leaders of Hearts and Heads.

## **MARTINMAS -**

We reviewed why the festival is for up to grade 4 this year. Danaee emphasized parking to the back of the lots to keep headlights of incoming cars to a minimum during the festival. We reviewed the sign-up sheet in front of the office that went up today and need for folks to bring soup or bread or drinks and be clear about # of guests when rsvping.

## **FALL FUNDRAISER - ECOLABEL FUNDRAISING**

([www.ecolabelfundraising.com](http://www.ecolabelfundraising.com) <<http://www.ecolabelfundraising.com/>> )

The PA fall fundraiser was reviewed and it was agreed the information needed to be distributed again to parents via email and even hard copy. The fundraiser begins on November 8-22 during which time 40% of proceeds will go to the Sunrise PA. Danaee offered to make copies and suggested perhaps giving them out when the paper catalogues come in.

## **OTHER FUNDRAISING IDEAS**

Derrick said he is putting together a comprehensive page of information on easy fundraising ideas for all Sunrise parents. Once this is done it will be posted in the newsletter and on the website in a concise format. This will include information about such items as One Cause, cartridge recycling, Target Red Card, Good

Search etc...

## **COMMUNITY BUILDING-POTLUCK DINNERS JAN.30TH**

To provide a social setting where Sunrise parents can get to know one another, the PA is organizing an evening of potluck dinners in 2 homes of Sunrise parents. Parents will be divided into 2 groups, one for each home. This will take place on Saturday, January 30th. We are still in need of one home. Anyone interested in volunteering should contact the PA. The home would need to accommodate about 30 people for dinner. More details to follow.

## **MARKETING OUR SCHOOL - UPCOMING OPEN HOUSES/PARENT WORK DAYS**

### **(Open Houses)**

Lauren presented an exciting marketing effort being put together. There will be 2 upcoming open houses on Nov. 21 and Dec. 12. For the Nov. 21 open house there will be grass roots marketing efforts - fliers and free web postings. Lauren asked all present to think of locales ideal for leaving information on our school. Those present suggested alternative doctors' offices, yoga studios, putting it in our newsletter, etc... Joyced suggested leaving copies of the article "TV & Our Children's Minds" in doctors' offices. Ross suggested making sure our school is listed in local Chambers of Commerce school lists.

For the Dec. 12th open house, there will be radio advertising on NPR, print in local community newspapers and online advertising. Lauren said any parent interested in contributing financially to this effort in order to expand the advertising should contact her directly.

For the actual open house, parents offered various ideas. Joyced Aloma and Mike Torres said something that really convinced them to switch their child to Sunrise was seeing a child doing handwork. While the event cannot take place during school hours, parents wondered if a child could be present at the open house to demonstrate. Parents also suggested have testimonials from someone who has actually been a Waldorf student and graduated. Emmi and Ms. Emily were mentioned as well as the idea of getting quotes from past graduates of Sunrise to have on our website or even put in our newsletter in future editions. We also communicated to parents we will need volunteers for open house days to serve as escorts/helpers. All thought this was a great idea.

### **(Parent Work Days)**

To ensure our school is in top shape for these open houses, there will be 2 parent work days - one on Saturday, Nov. 14th and one on Saturday, Dec. 5th. Julie Arthurs is heading up the coordination of these days. We are looking for 100% participation from parents. An email will be sent out soliciting participation.