

**Allenby Parents Association Meeting**  
**Jan 29, 2014**  
**Minutes**

Held: Allenby Jr. Public School Library

Meeting called to order at 7:00 pm with the following agenda:

1. Welcome and Introductions- Paula Riczker
2. Adoption of the Agenda and December 2013 Meeting Minutes – Paula Riczker
3. Principal's Report- Cate Spidle
4. Treasurer's Report- Scott Larin
5. APA Advertising Policy- Lori Pike
6. Field Update and vote on Dec motion – Shannon Phillips and Gillian Uy
7. Technology Update and vote on Dec Motion – Lisa Parker
8. Math Manipulates update and vote on Dec motion – Cate Spidle
9. Digital Piano vote on Dec Motion – Paula Riczker
10. Motion for gym mats (>\$1000)- Catherine Vivash

**1. Welcome and Introductions:**

**2. Adoption of the Agenda and December 2013 Meeting Minutes:**

Paula moved that the agenda posted on the APA website be accepted; Shannon Phillips 2<sup>nd</sup> the motion.

**Motion carried** (unanimously passed)

Paula moved that the Dec 2013 as posted on the APA website be accepted. Colette Kim 2<sup>nd</sup> the motion.

**Motion carried** (unanimously passed)

**3. Principal's Report (Cate Spidle):**

i. January started with a shock of ice and cold. The school was without electrical power for a few days over the break, however, many of the Allenby families were in the dark for several days. The ice storm and the extreme cold have delayed some of the construction for the new classrooms. The concrete stairs and walkway along the north east side of the school building have been removed, several mature trees have been cut down, and some holes have been drilled into the building (going through room 005). The extraction of the hill cannot be started until the temperature warms up for a few days.

ii. **SPORTS @ ALLENBY** Mr. Osborne and his hockey team (and the families) have been very busy skating around different arena rinks for tournaments and games. Mr. G. and the boy's basketball

team have also been busy this month. The Allenby tradition of house league continues thanks to Mr. G and Mr. Leaney giving up their lunch times to keep our kids active. Madame Payne and Mr. Leaney have made a commitment to the girls volleyball team this term so watch out for some exciting games.

- iii. The well anticipated and practiced Kids Lit Team is all set for the big competition next month thanks to Madame Payne and Ms. Alberti.
  
- iv. Many of our teachers are also involved with the Taking It Global and Global Partners again this year. (Mr. Hussain, Madame Linka, Mrs. Vangou, Mrs. Segal) Our students are learning along with students from countries around the globe.
  
- v. Thank you to Paula Riczker for her time and patience with the LIP SYNCH tryouts. The excitement in the school is palpable.
  
- vi. We started a Winter Olympics Trivia Contest today over the morning announcements. Hopefully this will raise some interest in the Winter Games with our students.
  
- vii. The Allenby House system has come to life. Mr. Hussain, Mrs. Doherty and Mrs. Lester have helped me create a house system based on the 4 colours and animals of the Native (Aboriginal) Healing Circle. Each classroom is associated with one of the houses and points can be accumulated for participation in events such as Spirit Days. The next Spirit Day is this Friday – BEACH DAY.





# ALLENBY HOUSE SYSTEM is based on



the Aboriginal Healing Circle

|                    |               |               |                     |
|--------------------|---------------|---------------|---------------------|
| WHITE              | YELLOW        | RED           | BLACK               |
| <b>WHITE BISON</b> | <b>EAGLE</b>  | <b>COYOTE</b> | <b>GRIZZLY BEAR</b> |
| NORTH              | EAST          | SOUTH         | WEST                |
| Cold               | Rising Sun    | Hot Sun       | Setting Sun         |
| Elder              | Child         | Youth         | Adult               |
| <b>Winter</b>      | <b>Spring</b> | <b>Summer</b> | <b>Autumn</b>       |
| Rooms              | Rooms         | Rooms         | Rooms               |
| 108a               | 109           | 110           | 101                 |
| 102                | 103           | 201           | 210                 |
| 202                | 212           | 207           | 203                 |
| 211                | 114           | 208           | 111                 |

|     |     |     |      |
|-----|-----|-----|------|
| 113 | 112 | 106 | 108b |
| 106 | 105 | 104 | 007  |
| 005 | 004 | 206 | 107  |
| 215 | 204 | 214 | 205  |

**4. Treasurer's Report- Scott Larin**

Scott reviewed the APA Financial statements and reminded us that they are posted on the APA website.

Ending December 2013 (Jan 2013-Dec 2013), the APA has net revenue of \$58,100 resulting from the: 1. Big Night Out, \$18200; 2. Annual APA Drive \$17200; and 3. After 4 Program \$3600. The net profit was \$25400. Ending Dec 2013, the APA has a surplus (cash) of \$115,900 and tax receivable of \$11,700. The 2013-2014 forecasted budge based on actuals where available and otherwise based on budget numbers: Predict \$74500 predicted revenues; \$108000 predicted expenses for a net income of \$-33,000 and a total fund surplus of \$69,000.

Fundraising on 2nd half of year will focus on Lip Synch, Fun Fair and 2 Additional After 4 Programs.

25 teachers used all or some of the enrichment grant through the submission process for a total of \$12,660 spent. AN additional \$3, 940 available for Teacher's Joint Resource Fund. Also funded character education spending on the grade 4 Project Giveback, 2nd lice check and traffic and safety initiatives such as Kiss'n Ride and Walking Wednesdays

Scott Larin Moved that the December 2013 financial statements and the 2013-2014 Forecasted Budget as presented be accepted and Lori Pike 2<sup>nd</sup> the motion **Motion Carried** (unanimously)

**5. APA Advertising Policy- Lori Pike**

**Purpose:** Collectively develop a policy/guidelines that represent the APA parents overall wishes. This police is a means to communicate and make

decisions regarding sponsorship and advertising to make it consistent, transparent and fair.

**How?:** 1. Get everyone using the same language; 2. Ask the parents what is acceptable and not acceptable for the benefit received to the school. 3. Develop a policy based on the feed back. 4. Communicate the policy to all parents at Allenby.

Tonight discussion to focus on 1 and 2.

**Use the same language:** **1. Advertising** - creates public attention to a product or business as by pain announcements in print, broadcast or electronic media; **2. Sponsorship** - the financial or in-kind support of an activity, used primarily to reach specified business goals. A large number of events use sponsorship support to offer more exciting programs and to help reduce costs. For the sponsor it is often about association, brand image etc. **3. Donations** - are given to a charity or organization with no expectation of recognition. We often do recognize with a basic thank-you in our program as simple etiquette. **4. 3rd Party Business Relationships** - like |shop and support" whereby Allenby enters into a relationship with a local business and has business relationship (% profit, flat fee fro each item sold). **5. Paid Suppliers/Vendors** - are businesses that supply programs to our students and are paid by the APA ex After 4 Programs.

To offset event costs and as a source of fundraising the APA uses sponsorship, donation, 3rd party business relationships, paid suppliers/vendors. The APA **does not** offer PAID advertising opportunities currently.

**Potential "give-backs":** 1. Print advertising; 2. Digital advertising; Direct email to parents; 4. Event advertising; 5. Public relations- info session at an APA meeting/assembly.

**Parent Feedback/Discussion:**

- Do we feel this is value? Parents unanimous hands up that this is value
- Should we look into what Shop and Support make money and should we put them in priority of money generated
- Cannot advertise the specific companies but can advertise Shop and Support ; highlight to weekly Shop ad Support vendor
- **Potential Give Backs:** Should we give more to those who give us more? How do we differentiate? Gold, Silver, Bronze
- Parent asked where does Scholastic books fall into; school policy
- Parent asked: What is the criteria for choosing vendors; Paula replied: no formal policy but up to now really on what they give us; have in the past gave up a vendor b/c of past ethical issue with a vendor; we do use judgment but no formal written policy; may add ideas like parents business and community business as priority; we do not have that many options for vendors and usually they are all appropriate ones; we do not want/support direct advertising to students
- Lisa Parker gave example of Med Can gives 2000\$ item for silent auction Big night out. Have had tax receipt never asked for anything for 2 years; Now asked if they could send home flyer for health assessment to kids
- Many parents stated that vendors do get something from us just by accessing our population
- Concern about Allenby becoming to commercialized maybe only have sponsorship/vendors for large events not on a daily business

- Dedicated APA campaign- fliers? /email to class parents ex. Club Mom; not a lot of support from parents with regards to this; felt little benefit and parents would feel upset about being directly targeted.
- Lots of discussion about the **need for a draft policy** with general trends toward agreement on the following:
  - i. No direct advertising to kids
  - ii. No specific give back besides the event they sponsor
  - iii. Can advertise at parent/ mixed audience event
  - iv. No direct email to parents for advertising just have it in the weekly newsletter
  - v. No dedicated APA campaign – too difficult to decide on who we pick and little \$ income; potential to annoy parents

## 6. Field Update and vote on Dec motion – Shannon Phillips and Gillian Uy

- TDSB to pay for and install artificial turf in 2015-2016
- City of Toronto, Ward 16(s.37Funds) \$50,000 for green space improvements approved Dec 2013 for community improvements; available in 2-5 years in tandem with artificial turf; we get funding when permit is granted for 1<sup>st</sup> floor of the development on Avenue road
- TDSB Indicates Master plan for turf 2014-2015
- Master plan: detailed drawings with technical specifications; required when new site items are being introduced; not required for straightforward single items; TDSB indicates they will do Master Plan for turf; any other elements "extra" would need to go into same master plan as turf ie. Track or any area beyond the turf;
- APA have consulted 2 TDSB-approved landscape architects (Victor Ford and Associates and Ken Hoyle and Associates); master plan would include consultation, design, digital plans, costing of elements, coloured laminated plan of vision, consultation during tendering process; hourly rates after 2 revisions of Master Plan \$75 to 100/hr
- Cost 5200-6000\$ for Master plan; need topographical survey \$2000 (TDSB will likely pay for this). Process takes 3 to 4 months for Master Plan.
- Still to be determined? Who is the landscape architect for artificial turf; costs of putting in extra elements (unable to determine without Master Plan); exact timing of the Master Plan for turf; Exact cost incurred if APA engages Landscape Architect services earlier than TDSB begins Master plan for turf.
- APA needs to Decide if they want to spend \$6000 on landscape architect for Master plan; **if approved:** Feb-June to expand the committee, obtain stakeholder input, design consultation; plan vision for fundraising 2014-2015; may benefit from extras sooner; continue momentum of initiative
- If motion for 6000\$ not approved: they would only sketch in the extra elements; Master plan for TDSB would only be for the main playground area and will delay our process 9 to 18 months and time lost for fundraising
- Concern about cost of the plan voiced by parent; TDSB will not pay for our elements of the Master Plan

- Motion put forward by Paula Riczker to release \$10000 that was segregated for artificial Turf. Jen Johnston seconded the motion.

**Motion Carried** (unanimously passed)

- Motion put forward to spend \$6000 for architect to develop master plan for field. Jen Johnston seconded the motion.

**Motion Carried** (1 opposed, 18 favour, 4 abstaining)

**7. Technology Update and vote on Dec Motion – Lisa parker**

- Motion to increase technology by \$4000 (\$18,000 to \$22,000) to put smart technology in 5 classrooms; the new technology costs more; we would pay for the trial device and school pays for installation; if do not spend the previously allocated money then we will need to have a motion to put money back. A decision was made to defer this motion until the trial on the new smart system in one classroom is done.
- Motion put on the table to add 10 iPads. IPAD mini is \$3,400, IPAD2s \$4,300(\$900 above IPAD mini) and IPAD air \$5,650 (\$2,250 above IPAD mini)
- Put forward motion to spend up to \$5650 on 10 ipads- model to be determined

**8. Math Manipulates update and vote on Dec motion – Cate Spidle**

- Motion put forward to spend \$2000 for math manipulatives for primary grades; for 3 groups of children: 1. kindergarten; 2. French primary and 3. English primary. Would consist of learning carpets (which is a visual tool 10 x10 grid to learn patterning) and CD to train teachers how to effectively use the carpets. The school has purchased 10 of these for \$2,500 (not asking to be reimbursed) but needs more. Seconded by 2<sup>nd</sup> Shannon Phillips.

**Motion Carried** (1 abstained)

**9. Digital Piano vote on Dec Motion**

- Motion put forward by Paula Riczker to spend \$2453.78 for digital piano for music for Mrs. Bannerman. Seconded by Teresa Ebden.

**Motion carried** (unanimously passed)

**10. Motion for gym mats (>\$1000)**

- Motion put forward by Catherine Vivash to spend up to \$4000 for mats to line gym wall. Current mats do not stay up on wall and needed on wall for safety reasons during sport activity. Motion seconded by Paula Riczker. Will vote at next meeting.

**11. Motion for PALS equipment (<1000)- Mme. LIne**

- Mme. Line gave information on what equipment was needed for the PALS program. Lori Pike put forward motion for up to \$500 for equipment for the Playgroups Activities leaders in School's (PALS) program. Seconded by Lisa parker. **Motion carried**

**Meeting adjourned at 9:10**

Next APA Meeting Monday Feb 24, 2014 at 7 pm in Allenby Jr. P.S. Library

