



Community Service Association • 4100 Normal Street • San Diego, CA 92103-2682

February 18, 2016

## MINUTES

The monthly meeting of the Executive Board of COMMUNITY SERVICE ASSOCIATION (CSA) was held on Thursday, February 18, 2016 in Room 2249 of the Eugene Brucker Education Center, 4100 Normal Street, San Diego, CA 92103. Chairperson Felix called the meeting to order at 4:10 p.m.

**Communications Plan:** The Board welcomed Linda Zintz, from the San Diego Unified School District Communications Office, and thanked her for agreeing to discuss her ideas concerning a communications plan. Zintz said that since the need is to engage more members and increase monthly contributions, an Awareness Campaign should begin in the spring, well before the membership drive in October. It is important to highlight how easy it is to join CSA and donate via payroll deductions, and that members can also designate the charity of their choice. Ideas for an Awareness Campaign include discussion at staff meetings, and announcements on the district's Facebook page and Twitter account. Zintz also offered to include CSA updates in the district's weekly *Newsline*.

Following discussion, ideas generated by the Board include: Information could be shared at the annual district back-to-school meeting. Announcements might be sent via an all employee email. Incorporate CSA in Classified Employees Week and Day of the Teacher celebrations. Have a CSA booth at the Wellness Fair in the fall. Possibly partner with the Education Center Building Committee for fundraising activities. Solicit annual one-time contributions in the name of others, e.g., Valentines, Day of the Teacher, Classified Employees Week, holiday gifts.

Zintz said she would put some ideas on paper for the Board's further consideration and action.

**Approval of January Meeting Minutes:** A motion (Fowler/Bryant) was unanimously approved to accept the January minutes with the following revisions: Add the meeting date to the top of the minutes. Also, revise the motion under the discussion of "CSA Records, Computers, and Printer" as follows: "A motion (Felix/Wood) was unanimously approved to table the discussion until February, and meanwhile to continue researching a fair price for the computer, to continue pursuing the possession of all CSA digital and paper records from the past seven years, and to look into purchasing a Mac laptop for CSA so that digital records would be easily accessible to CSA and would not be mixed with personal records."

**Financial Reports for November, December and January:** Asaro presented the financial reports for November – January. She noted errors on the December and January reports relating to the designated month of payroll contributions (i.e., the December report should state that payroll contributions were from November; the January report should state that payroll contributions were from December). A motion (Ward/Hippe) was unanimously approved to accept the November Financial Report; and to accept the December and January Financial Reports with revisions as noted.

**Projected Budget for Remainder of 2015-2016:** Asaro presented the revised estimated budget for the remainder of the 2015-2016 fiscal year. She has reserved \$1,700 toward the purchase of a new CSA laptop. Hippe will research the possibility of receiving a better price quote through district contacts at Apple. A motion (Ward/Ortler) was unanimously approved to authorize Asaro to purchase the laptop for CSA use.

**Report on 2015-2016 Membership Campaign:** Asaro presented an update on the membership campaign. Member numbers tend to fluctuate monthly due to changes to payroll deductions made via PeopleSoft.

**Requests Related to 2014-2015 Grants:** The Board reviewed and acted on three requests related to 2014-2015 grants:

- 1) Aseltine School requests permission to spend their 2014-2015 grant for a purpose other than originally submitted. A motion (Bryant/Ward) was unanimously approved to allow Aseltine School to spend their 2014-2015 grant funding to purchase a digital camera; and cables, a power cord and a wall mount to support a projector.
- 2) Catholic Charities, Homeless Women's Services used \$455 of their 2014-2015 grant to purchase bed sets and frames. The organization is requesting permission to use the remaining funds (\$445) to purchase household goods for nine individual apartments of Rachel's Independent Living Program. A motion (Ward/Fowler) was unanimously approved to accept the request.
- 3) Children's Dental Health Association of San Diego was awarded a grant of \$700 in 2014-2015 to support a School-Based Dental health Program. The program is not in operation due to lack of sufficient funding. The Association is seeking permission to spend the funding instead on a "Meet the Need Program" which provides dental treatment to students whose parents do not have insurance and cannot afford dental care. Following discussion of the request, the Board asked Asaro to contact the Association to ask for a formal request on official letterhead, and to provide specifics about the "Meet the Need Program."

**Recognition of 60<sup>th</sup> Anniversary and Fundraising Ideas:** Felix discussed the possibility for recognizing the 60<sup>th</sup> Anniversary of CSA, e.g., at a Board of Education meeting. Ideas that were generated by the Board include: CSA representatives could be invited to the celebration. We could also invite some organizations to speak about how they utilized grant money to support their programs. We might invite a group such as Young Audiences of San Diego to perform. There would be a need to seek out sponsors to cover related expenses.

It was agreed that a subcommittee would be formed to develop ideas for the 60<sup>th</sup> Anniversary, fundraising, and involving site representatives in activities. Hippe, Kleiner, and Felix volunteered to serve on the subcommittee. They will report back to the Board at the April meeting.

**CSA Records, Computers and Printer:** Felix and Asaro will make arrangements to pick up hard files, an old computer, and a printer in March from the home of Michele Fettig, former CSA Secretary/Treasurer. Kleiner suggested that the Board might opt to donate the old computer to an organization called Computers to San Diego Kids. After clearing the hard drive, the organization refurbishes old computers, and makes them available for a nominal fee to area children.

It is the Board's understanding that Fettig wishes to purchase the CSA Lenovo computer. The Board agreed that a purchase price of \$250 would be reasonable and appropriate.

A motion (Kleiner/Fowler) was unanimously approved to allow Fettig to purchase the CSA Lenovo computer for \$250 with the stipulation that all CSA electronic files and financial records be deleted from the computer; and that all CSA hard files, the old computer and the printer be turned over to CSA.

Round Table: Bryant shared that she had received the Phi Delta Kappa Award for Outstanding Educator. The Board expressed their congratulations to Bryant.

The meeting was adjourned at 6:10 p.m.

Barbara Asaro  
Secretary/Treasurer

PRESENT: Bryant, Felix, Fowler, Hippe, Kleiner, Ortler, Ward

EXCUSED: Wood