

January 15 2026 LBI PTA MEETING

6pm Arlington Ship Bottom NJ 08008

In Attendance:

Shelley Smith, Patricia Fluehr, Viktoria O'Hara, Maureen Hoffman, Rachael Teutel, Chelsea Kulp, Sara Stocklas, Adrienne Cerefice, Rachel McDill, Danni Hagler, Erica Jenkins, Lindsay Zorda, Jourdan Travers, Marci Bleam

Call to order - 611pm - Marci Bleam, President

Pledge of Allegiance

Welcome and Introductions

Fundraising and Event Planning Meeting

Overview

The meeting discussed various updates and plans for upcoming events and financials. A fundraiser is scheduled for next week, with potential dates on Friday, Saturday, or Thursday. The treasurer reported a current working balance of \$20,686.56 and a general operating balance of \$34,455.44. The dance event is themed jungle, and Colleen's DJ and photo booth bookings are pending. For Valentine's Day, a \$5 gram initiative was proposed, with a suggestion to send home purchase options for parents. The early May party at Terrace Tavern was discussed, with ideas for raffles, door prizes, and potential sponsorships. The importance of securing a date for licensing was emphasized.

Action Items

- [] Confirm fundraiser date and finalize the flyer for the fundraiser (will find out date and provide flyer by tomorrow morning)
- [] Email Wally's and the other restaurant contact provided by Danni to arrange a fundraiser option for February or March
- [] Follow up with Colleen Garabedian to confirm the DJ and photo booth are booked for the dance (jungle theme)
- [] Create and send a printable heart/Valentine order sheet (email the printable to Clever so additional pages can be provided by parents)
- [] Confirm the May parent party venue availability and date (check backyard availability at the proposed venue) so licensing and planning can proceed

- [] Call Chelsea and Toby to coordinate next steps for the committee event planning once details settle
- [] Reach out to Melanie or other alternate venues (e.g., LBI girlfriends event contacts or Toby's) to get quotes and availability as backup venue options for the May event

Outline

Fundraising and Event Planning Updates

- Unknown Speaker mentions having young children and being unable to attend night events.
- Speaker 2 discusses important dates and committee reports, asking Chelsea for an update.
- Speaker 3 mentions a fundraiser next week, with potential dates on Friday, Saturday, or Thursday.
- Speaker 4 shares that last year's fundraiser was successful, with significant donations from Joe.

Treasurer's Report and Financial Updates

- Speaker 5 provides a detailed financial report, including account balances and outstanding expenses.
- The current working balance is \$20,686.56, with a general operating account balance of \$34,455.44.
- Outstanding expenses include Jill Pelto's visual art project, holiday and teacher appreciation grams, Scholastic Book Fair, and renewed liability insurance.
- Speaker 5 mentions adding an additional insured for enrichment programs annually.

Dance Committee and Social Events

- Speaker 2 updates on the dance event, with a jungle-themed dance planned.
- Speaker 6 shares that Colleen's mother had a car accident, affecting her availability.
- Speaker 5 and Speaker 4 discuss the social committee's activities, including holiday grams and the need for a \$5 cost for Valentine's Day grams.
- Speaker 2 suggests sending grams home to parents for purchase, with a focus on non-candy options.

Valentine's Day Grams and Social Media Strategy

- Speaker 4 and Speaker 5 discuss the cost and logistics of producing and selling Valentine's Day grams.
- Speaker 2 suggests using Venmo for payments and sending home pages of hearts for additional purchases.
- Speaker 6 proposes using erasers or other non-candy items for the grams.
- Speaker 4 emphasizes the need for a clear identifier for Venmo payments to avoid confusion.

Fundraising Ideas and Logistics

- Speaker 4 and Speaker 5 discuss various fundraising ideas, including using a \$5 cost for Valentine's Day grams.
- Speaker 2 suggests using a printed page of hearts for parents to send home for additional purchases.
- Speaker 6 proposes using a kindness gram or a different type of gram for the holiday.
- Speaker 4 and Speaker 5 discuss the need for a clear identifier for Venmo payments to avoid confusion.

Early May Party Planning

- Speaker 4 and Speaker 2 discuss the early May party at Terrace Tavern, including the possibility of a raffle or door prizes.
- Speaker 3 suggests using a silent auction or door prizes for the event.
- Speaker 2 and Speaker 4 discuss the need for a license for the event and the logistics of setting up the event.
- Speaker 8 suggests using a ticket system for the event, with different prices for different parts of the night.

Finalizing Event Details and Logistics

- Speaker 4 and Speaker 2 discuss the need to finalize the location and logistics for the early May party.
- Speaker 6 suggests using the LBI foundation for the event, with Panzone's catering and alcohol purchased wholesale.
- Speaker 3 suggests using a sponsor for the event, with tickets priced at \$50 and a sponsor presenting the money.

- Speaker 4 emphasizes the importance of the date for the event to start the licensing process.

School Event Planning Meeting

Overview

The meeting discussed various school activities and events, including a raffle with high demand, pricing strategies, and the need for unique offerings to attract parents. They emphasized the importance of clear communication and differentiation from previous events. The after-school enrichment program was planned to avoid conflicts with other activities, with a focus on diverse, cost-neutral options for each grade level. Teacher appreciation initiatives were also discussed, including a successful lunch event and potential future activities. The group considered a pretzel Friday fundraiser, ensuring compliance with health guidelines, and the need for healthy snack options. The meeting concluded with a call for parent and teacher input on enrichment activities and a plan to finalize details by February.

Action Items

- [] Send the after-school enrichment survey to staff/parents so offerings can be determined and scheduled (aim to have offerings available by end of February / start mid-late Feb).
- [] Coordinate Lego club logistics (collect donated Lego bins, recruit volunteers to run sessions, and schedule weekly meeting time).
- [] Reach out to room parents to offer facilitation options and ask if they want to lead/organize Teacher Appreciation activities for Teacher Appreciation Week in May.
- [] Pass around the new LBI School magnets and collect money from attendees to distribute sold magnets (follow up on distribution/collection process).
- [] Maintain and share an enrichment ideas document (Google Doc) and collect topic submissions and volunteer leads for after-school enrichment offerings.
- [] Have a confirmed event location and date for the upcoming fundraising event established by the February 19 PTA meeting.

Outline

Discussion on Event Pricing and Raffle Strategy

- Speaker 2 questions the price point that parents are willing to pay, suggesting a need for market research.
- Speaker 3 and Speaker 2 discuss the importance of buy-in from parents and the potential issues with the raffle.

- Speaker 4 suggests working backward from the venue cost to set a lower price point.
- Speaker 2 and Speaker 4 discuss the need for a unique selling point to differentiate this year's event from previous years.

Logistics and Marketing for Event Success

- Speaker 4 emphasizes the need to ensure the event is different from previous years to attract parents.
- Speaker 5 and Speaker 6 discuss the need for enough staff to manage the event, especially with 400 kids and many parents.
- Speaker 2 and Speaker 3 discuss the importance of clear communication about what the event includes, such as drink tickets and food.
- Speaker 6 and Speaker 3 discuss the potential for including alcohol in the event, depending on the venue's willingness to work with the PTA.

After-School Enrichment Program Planning

- Speaker 5 discusses the need to avoid conflicts with other school activities like drama club and after-school academy.
- Speaker 5 mentions a survey to gauge teacher interest in after-school enrichment programs.
- Speaker 5 highlights the need for a few options for each grade level, including physical, artsy, and musical activities.
- Speaker 6 and Speaker 5 discuss the importance of matching parent and teacher interests to ensure participation.
- Speaker 5 mentions the need for volunteers to run the programs and the importance of fee waivers for parents in need.

Teacher Appreciation and Spirit Week Initiatives

- Speaker 6 discusses the success of the December 19 lunch for teachers and plans for May's Teacher Appreciation Week.
- Speaker 6 mentions the idea of offering massages and gift cards for teachers.
- Speaker 6 suggests involving room parents in organizing special themes for Teacher Appreciation Week.
- Speaker 1 and Speaker 9 discuss the importance of recognizing special teachers and the involvement of the entire school community.

- Speaker 6 and Speaker 5 discuss the idea of a special teacher appreciation event for all staff, including office staff and bus drivers.

Fundraising and Health Compliance

- Speaker 6 discusses the idea of a pretzel Friday fundraiser, where pretzel orders are sent home for parents to purchase.
- Speaker 5 and Speaker 6 address concerns from the health office about the health compliance of the pretzel orders.
- Speaker 6 clarifies that the pretzel orders are sent home and not offered within the school building.
- Speaker 3 and Speaker 6 discuss the need to ensure all fundraising activities comply with health and school policies.
- Speaker 5 and Speaker 6 agree that the pretzel orders are smart snack compliant and suitable for the fundraiser.

PTA Fundraising Strategy Meeting

Overview

The meeting discussed the challenges of raising funds for the PTA, given the \$1,168 grant from the Healthy Kids, Healthy Schools program, which is insufficient for covering the cost of one assembly. Alternatives like non-food fundraisers, such as selling coffee or pretzels, were considered. The group emphasized the need for a single, comprehensive fundraiser to cover most expenses, reducing the burden on parents. They also discussed the importance of clear communication with sponsors and the potential for local business collaboration. The goal is to raise \$15,000 to \$25,000 annually, with a focus on a main event to cover most costs.

Action Items

- [] Send out 500 sponsorship letters each July with sponsorship levels, sample benefits (logo, Yeti mug, social media exposure), and follow-up plan for next-year sponsors (recurring annual task)
- [] Schedule and hold the next PTA meeting on February 19 at 4:00 PM and manage the unexpired president term process beginning in July
- [] Obtain and provide banners to display sponsors in the gym (create or source banners for sponsor recognition)
- [] If the group approves an on-site coffee fundraiser at drop-off, prepare to serve coffee (volunteer to pour and manage distribution during drop-off)

- [] Find a photographer (or volunteers with photography experience) to coordinate with the school (Mr. Birney) to take a full-school picture for the logo and provide the image to the designer
- [] Locate information and vendor details for the greeting-card box fundraiser and forward all relevant info to the PTA chair/team
- [] Form or reinvigorate a sponsorship committee to create year-round sponsorship levels, coordinate outreach, and track sponsor recognition opportunities
- [] Host an unofficial summer brainstorming session outside the scheduled PTA meeting to develop event strategy and fundraisers (organize date/location and invite larger parent group)
- [] Develop a clear list of main fundraising events for next year (identify 3–4 primary events intended to raise \$15,000–\$25,000) and present a plan to ensure PTA sustainability

Outline

Healthy Kids, Healthy Schools Grant and Fundraising Challenges

- Speaker 1 explains the Healthy Kids, Healthy Schools grant amounts to \$1,168 per school district, insufficient for covering the cost of one assembly.
- Speaker 2 questions the potential fundraising amount, noting the lack of food-related fundraisers limits their options.
- Speaker 3 mentions additional benefits from the grant, including free presentations by healthcare professionals at the school.
- Speaker 2 and Speaker 1 discuss the restrictions on food-related fundraisers, suggesting alternative non-food options like selling home-made items.

Exploring Non-Food Fundraising Ideas

- Speaker 1 and Speaker 2 discuss the possibility of selling non-food items like coffee or pretzels to parents, considering the grant's restrictions.
- Speaker 4 and Speaker 2 debate the feasibility of a coffee fundraiser, with Speaker 2 suggesting it could be offered to parents during drop-off times.
- Speaker 7 and Speaker 8 propose alternative fundraising ideas such as candle making, a Color Run, and greeting card sales.
- Speaker 2 emphasizes the need for a single, comprehensive fundraiser to cover all events, reducing the burden on parents.

Sponsorship and Communication Strategies

- Speaker 3 and Speaker 4 discuss the importance of clear communication about sponsorship levels and event-specific sponsorships.
- Speaker 2 suggests a sponsorship committee to streamline the process and ensure consistent communication with sponsors.
- Speaker 1 and Speaker 4 discuss the cost-effectiveness of sponsorship recognition methods, such as ads in local publications.
- Speaker 2 shares his experience with sending out sponsorship letters and the challenges of getting a good response rate.

Fundraising Event Planning and Execution

- Speaker 2 and Speaker 4 discuss the need for a main event that can cover most of the PTA's financial needs, allowing for more fun activities throughout the year.
- Speaker 1 and Speaker 2 discuss the potential of a silent auction or raffle to raise significant funds.
- Speaker 4 and Speaker 2 discuss the importance of making the PTA's financial needs clear to sponsors, including the cost of special assemblies.
- Speaker 3 and Speaker 4 discuss the need for better communication with sponsors about the specific events and their costs.

Community Engagement and Local Business Collaboration

- Speaker 3 and Speaker 4 discuss the potential for local businesses to support the PTA through sponsorships and in-kind donations.
- Speaker 2 and Speaker 4 discuss the idea of involving local businesses in PTA events, such as hosting a spaghetti dinner or breakfast event.
- Speaker 10 shares an example of a school that collaborates with local businesses for fundraising events, such as a spaghetti dinner run by graduating sixth graders.
- Speaker 4 and Speaker 2 discuss the potential for collaboration with local businesses for events like the 18-mile run or other community activities.

Finalizing Fundraising Plans and Next Steps

- Speaker 2 and Speaker 4 discuss the need for a clear plan for next year's fundraising events, including a main event to cover most of the PTA's financial needs.
- Speaker 1 and Speaker 2 discuss the importance of making the PTA's financial needs clear to sponsors, including the cost of special assemblies.

- Speaker 3 and Speaker 4 discuss the need for better communication with sponsors about the specific events and their costs.
- Speaker 2 and Speaker 4 discuss the potential for a sponsorship committee to streamline the process and ensure consistent communication with sponsors.

Meeting ended 742 pm

Adrienne Cerefice, Recording Secretary

Upcoming Meetings

February 19 2026

March 19 2026

April 16 2016

May 14 2026

Stay updated:

<https://www.lbischools.org/forparents/pta-teacher-association> , Facebook, Instagram:
@lbicsdpta

LBI PTA Treasurer's Report – 1/15/26

Games of Chance Account Bank Balance - \$21,886.56

Outstanding Expenses

Winner #7 \$400.00

Winner #8 \$400.00

Winner #9 \$400.00

Current working Games of Chance Account Balance - \$20,686.56

General Operating Account Bank Balance - \$34,455.44

Outstanding Expense

Jill Pelto (Cultural Arts) \$200.00

Reimbursement-Holiday Grams \$97.30

Reimbursement-Teacher Appreciation \$78.78

Scholastic Book Fairs \$759.71

OCCPTA (County Dues) \$57.00

R.V. Nuccio (Liability Insurance renewal) \$343.62

Current working general operating account balance - \$32,919.03

Rachel L. McDill

Treasurer, LBI PTA