

## GARDENA HIGH SCHOOL ALUMNI ASSOCIATION

### MINUTES

**Date: November 18, 2024 / Time: 4:00 PM PST**

**Location: Via Zoom <https://lausd.zoom.us/j/89437101799> Meeting ID: 894 3710 1799**

**ATTENDEES:** Daisy Cardenas - Nancy Fertig - Rosie Gaspar - Salli Hale - Anthony Jackson  
Philip Johnson - Tamara Kemp - Shirley Warren - Zerrona Williams

1. **Call to Order** - Shirley Warren called the meeting to order at 4:05 PM.
2. **Approval of the Agenda** – Philip Johnson made a motion to approve the agenda. Tamara Kemp seconded the motion. Shirley Warren carried the motion. The ayes have it and it was so ordered.
3. **Approval of Minutes from meeting** – Philip Johnson made a motion, and it was seconded by Salli Hale that the minutes from the October 21, 2024, meeting be approved. Shirley carried the motion, the ayes have it and it was so ordered.
4. **Old Business**
  - **Fundraising**
    - **Mr. Fries (Crystal Hawkins)** – Crystal Hawkins was not present, therefore no update.
    - **Fishbone** (Philip Johnson) – this item will be table until the January meeting.
    - **Lapel pins/Fundraising Opportunity (Philip Johnson)** – Phil introduced guest Joe Zaragino of Zag Fundraiser. Joe shared that his company has been around for 17 years and is family owned. It was his way of giving back to youth sports, schools, etc. He does have a partner if there are Products/services he is not able to provide. The company creates “online stores” to sell customer merchandise. They merchandise items such as lanyard, signs, clothing, water bottles, mugs, trading cards, blankets, etc. They also do fundraising selling cookie dough, popcorn, etc. where customers can receive a 40-50% profit. His company also sells “discount cards.” The price range for the mugs are \$10 & \$15, but will probably increase due to the upcoming tariffs. Joe will email a PDF flyer to Shirley, with this information and more. Phil informed the board that Joe’s company also does lapel pins. The board agreed to continue to discuss how to proceed with creating a “partnership” with Zag Fundraiser and hopefully decide in the next month or so.
  - **Merchandising** – Salli gave an update on merchandise sales. We are currently mailing/shipping t-shirts and hats and plan to have “popups” throughout the area.
  - **Membership Drive/Plan (update)** – the board discussed ideas how to sell membership plans to alumni. As previously agreed, the cost to officially join the Alumni Association will be \$25/year. It was agreed that a final plan to begin enrollment would be made at the December meeting. Suggested membership “perks” included discount on alumni merchandise, discount at local vendors/eateries, lanyards, pens, discounts on on-line discounts at Zag Fundraiser store (if possible).

The Merchandise committee consisting of Rosie Gaspar, Salli Hale, and Zerrona Williams will have a proposal for the board at our meeting on December 9<sup>th</sup>, so that we can begin selling Membership in January 2025. Other board members are encouraged to also submit ideas.

- **Wishlist from Principal Davies** – we still have not received a Wishlist from Principal Davies, so this item was tabled until the next meeting.
- **Grant Writing Services/Grant Opportunities** – there were no grant opportunities provided by board members.
- **Scholarship Committee** – Scholarship Chair Nancy Fertig provided an update from the scholarship meeting. The committee recommends creating two \$1,000 scholarships to be given to Gardena High School graduates, beginning in 2025. It is the committee’s desire to award these scholarships to the “Average Joe,” students who are not necessarily the most academically outstanding students, gifted musicians, etc. One \$1,000 scholarship is tentatively called “The Gardenian”, for students who have attended a “Gardena school” there entire lives. This requirement was further discussed and may be an issue since many students no longer attend their local area schools. It was suggested that this would not necessarily be a criterion to qualify for the scholarship, but could be used to receive “extra points” when using the rubric to select a scholarship recipient.

The second \$1,000 scholarship would be for students who are in the “Foster Care System” Nancy and Shirley will be meeting with Gardena High School counselors Bo Mee Kim (College Counselor and Garyn Valdemar (Student Support Counselor), on Tuesday and Thursday, respectively. They will be working with them to promote the scholarships and receive advice on how to word the applications and how to use the correct protocol as special students groups are considered.

A motion to accept the scholarship committee’s recommendation to create two \$1,000 scholarships for Gardena High School students was made by Salli and seconded by Daisy Cardenas. Shirley carried the motion. The ayes have it and it so ordered.

## 5. NEW BUSINESS

- **Treasurer Report** – Phil reviewed the Treasurer Report which was also sent to board members via email a few days prior to the meeting. The current bank account balance is \$5,648.61. Phil highlighted a special donation made by former head football Coach Marshall Jones and his wife Margie, in honor of recently deceased head football Coach Bill Patridge. Phil acknowledged the donation was publicized on Facebook and hopefully it will encourage more alumni to do something similar.
- **Technology / Website Committee Report** – Anthony shared that he has created an online store on our website called “The GHSAA Store”. The store is not “live” yet. He share-screened and demonstrated how it can be used to sell the current merchandise the association is selling (t-shirts & hats). In February 2024, we purchased a “Core Plan” for \$29/month, which did not include e-commerce. To have an online store, we must have e-commerce as part of our package. The “Business Plan” for \$36/month does offer an e-commerce option. If we want to move forward, we will need to convert from the “Core Plan” to the “Business Plan”

Anthony shared that shipping is available on a number of platforms such as UPS, Amazon Shipping, etc. He said that shipping part can be separate from the online store. It was agreed that we should wait to decide from to proceed until we decide whether we will partner with Zag Fundraiser.

- **Social Media** – there was social media update.
  - **New Officers and Potential New Board Members for 2025** – Shirley reminded members that there are currently 13 Board Members we agreed at the last meeting to add two more members. Recommendations for additional Board Members should be submitted to Shirley asap. Board members, current and new will be confirmed for 2025 at our December 9<sup>th</sup> meeting. This includes nominations for the officer positions of President, Secretary, and Treasurer.
  - **Merchandise Shipping Costs** – Shirley shared the costs to ship merchandise that was sent out. The cost to ship using the US Postal Service was approximately \$7 for a t-shirt & hat and \$8.60 for two t-shirts. It varied depending on shipping location.
  - **Mission Statement** – Nancy Fertig suggested that we change/update our mission statement to make it more concise. She shared that when looking for grants, the mission statement should not include “how” we are going to attain it. Discussion was on the floor, and it was decided that we would continue to discuss it at the next meeting. Nancy will forward the mission statement she is suggesting. If the mission statement is officially changed, the by-laws would need to be updated and corrected with the State of California.
  - **Status of Logo Copyright (update)** – Shirley informed the members that our request to copyright our logo has been declined. The logo is made up of “pre-existing artwork” which was are not authorized to claim as our own. Shirley will continue to work on other ways to try to get it copyrighted.
  - **December meeting** – location, activities – The December meeting will be on the 9<sup>th</sup> and will be an in-person meeting, held at Gardena High School. The actual meeting location will be advised.
  - **Public Comments** – no guests were present therefore no public comments were made.
6. **Adjournment** – A motion to adjourn the meeting was made by Phil and seconded by Nancy. Shirley carried the motion, the ayes have it, and it was so ordered. The meeting was adjourned at 5:43pm.

Minutes submitted by Daisy Cardenas