PTA Board Meeting Minutes – 10/13/2015

Begin: 7:05

Attendees:

Jim Kohler	Rose Hurner
Lisa Delaney	Rene Hendricks
Leah Woods	Jenifer Leider
Cari Threadgill	Kari Brooke
Hanna Nesper-Newell	Ryan Gibson
Murielle Adair	Shonda LaBorde
Bobbi Jo Yarborough	Kirsten Finstad
Stacey Berg	

1. **Welcome/Opening statement – Jim Kohler**
    a. Updates from Heather:
        i. Hired FTE for all school support, with an emphasis in 1st grade. New teacher is Julie Miller; she has been a sub in the school for years, is a certified reading specialist.
        ii. Hired new VP, she is a retired principal. She'll primarily be doing reading assessments and grade/standards compliance work
        iii. Still looking for ½ time counselor/specialist
    b. Follow up on question about not adding 1st grade class that came up at last community meeting (instead of using gained FTE for additional 1st grade class, decision was made to hire an FTE for whole school support). There was a follow up suggestion that there should be grade-specific reps/advocates on the PTA board.
        i. Question to group: do we make sure in the filling of existing board positions each grade is represented? Or do we add grade-level advocates to the board? (note, we do currently have a vacant existing board position: Fundraising Chair)
        ii. Response from group:
            1. The existing open positions should be filled before adding more; at times filling positions is difficult enough, to add more positions to fill may cause undue burden.
            2. In this case, having grade-level advocates would more than likely not have changed the outcome.
            3. Each board member is an advocate for the entire school. While each member brings their own perspective, it is always the interest of the entire school that takes priority.
        iii. Conclusion: We will not add the additional positions at this time, but will encourage all parents to continue to volunteer for open positions.

2. **Financials with Cari**
    a. Jim and Cari are working to revamp the PTA monthly financial statements so they are easier to read and so they make it easier to track each program's budget and income/loss. They will have a meeting with an accountant from a local preschool to review their format (they use a preferred format).

b. Current monthly report for September shows a deficit of $7K, but this has been reconciled and we are actually now breaking even on income to expenses. Garden teacher expense is listed in the Sept report as double the actual expense, this has been reconciled.
c. Stripe and Shopify income is being bucketed in annual appeal right now. (Stripe is used for pledges, recurring payments, text entry donation amounts; Shopify for designated amounts/products purchased on the site.)
d. Cari will be working to reconcile deposits and Shopify (Support Abernethy) purchases to have better tracking of each type of purchase.
e. Need to dig up last year's budget to actual report for each program so we can reference that in budget analysis this year.
f. Need to look ahead to program budgets for next year to get realistic budget figures for 16-17; certain programs (like TOTH) did not have adequate budget.

3. Tour de Ladd wrap-up and Lessons Learned - Murielle Adair

a. Great work! Event went really well, just a few bumps: it rained, a couple cars came through, there was a dead squirrel on the course and Mrs. Siri's class didn't receive stickers (they used masking tape).
b. Emails with lap tallies should be out today (10/13), with instructions for payment – everyone will get an email to see who has pledged for your student.
c. On target for $33K earned, costs about $1K
d. Very few paper form donations this year: ~$2,500, the rest were done online
e. Will be working on site improvements for TDL next year, including streamlined automated donation tallies from per lap donations (this year that effort is manual). Also this year the student's name is lost when a flat donation is given, so we don't know who donations are tied to when they were given as a flat amount. Would like to correct this.

4. Taste of the Harvest Wrap-up and Lessons Learned - Hannah Newell

a. Successful event – well done! People gave feedback that it was a good time, good food and drink.
b. $3,700 spent, total income of $7,400, for profit of $3,700
c. Tickets sold out the Thu before, had an excellent attendance rate; ticket prices were good- fair and reasonable.
d. Bon Apetite catered, this will be their last year donating for this event. They donated ~10K in food, paper goods, cakes, servers, bartenders, etc. We'll need different food supplier next year, so we need to start cultivating this relationship now, or reshape the event.
e. Harvest Swap went well – about 10 people brought goods, people gathered 'gifts'; it was fun.
f. Lessons:
    i. Will end earlier next year, ended at 9 this year and it was too dark and most people left much earlier.
    ii. Chairs recommend we pay the band(s)/music next year to entice the right performers.
    iii. Would like to involve SKG board in planning next year from start; this year they became involved late in the process.

5. **Annual Appeal preparation discussion - Ryan Gibson**
    a. Starts 11/6 with an in-school assembly and envelopes/literature distributed to classes to go home; room parents should send email to parents that day too. Ends on the 25th.
    b. Using PPS print shop for materials- production is in progress.
    c. Salt & Straw is donating an incentive for the kids.
    d. Would like to do a beta release on the Annual Appeal section of the Support Abernethy site to work out any potential issues before the appeal starts.
    e. Ryan and Sally are preparing for regular community updates and status checks to gauge progress while the appeal is underway.
    f. Sally is attending a staff meeting in about a week to discuss the distribution of envelopes. These will go directly to classes to go home in back packs instead of being handed out at Parent/Teacher Conferences like was done last year.
    g. Last year goal was $80K, it made ~$67K; sometimes there are overlapping donations (e.g. People sending in last TDL donations after Annual Appeal has started) so final number last year was estimated number. This shouldn't be an issue this year since we can track the donations specifically through the Shopify site.
    h. Last year the total fundraising target was $275K for entire year = ~$580+ per kid (over entire year). This was the amount marketed through the Annual Appeal last year, but may have also caused confusion about what to donate.
    i. There was also confusion last year about returning envelopes even without donations. The goal was to have 100% of envelopes returned so each class competed to get this done fast. No donation was required in the envelope though, but some people didn't return envelopes if they didn't donate or if they donated online. Reconciling online donations with envelopes returned saying they donated online was difficult last year.
    j. Next year would like to see about green envelope email- so it can all be online next year, w/o returning an envelope.
    k. All donations from Annual Appeal go to the general PTA fund; All Hands Raised (Foundation fund) contribution happens later .
    l. Targeting donations is not possible this year (being able to select where you want your money to go, so all will go to the general fund); but can we collect this information as feedback only? (remember, site council survey does this officially, but still the information might be good to have since it's directly tied to someone's monetary donation).
    m. Need to have a blackout on other requests to parent community during Annual Appeal.
    n. Request: PTA Board – please clarify to friends that they should return their envelope(s) and no donation necessary.
    o. If donations aren't forecasting to reach goal, we may need to have a volunteer phone bank to call parents. Stay tuned.

6. **SKG sponsorship drive - Kari Brooke**
    a. This week's community meeting is SKG focused.
    b. Sarah Canterbury from Growing Gardens will be there to discuss the program, Sara Murphy will give a classroom update to explain the new things they are doing.
    c. The goal of SKG this year is to inspire and excite parents about what we're doing to increase community engagement. Ex. A 5th grade wheat growing/bread baking project is underway with neighborhood business owner, Little T Bakery. SKG will host several work parties: painting shed, rehabbing garden beds, installing garden art, etc.

d. Business sponsorship drive – Allison Lathrop is leading the effort this year. This is the only SKG-specific fundraiser, because the target donors are not the parent community. Last year this made $15K from ~17 businesses.
    i. The drive involves people going to neighborhood businesses to ask then to sign up as an SKG sponsor. The literature, ask script, and other materials have been developed to make it easy for volunteers to approach businesses and gain sponsors. Volunteers for this effort requested; will make an ask of the community at this week's meeting.
    ii. We are not approaching liquor stores or dispensaries- kid appropriate businesses only.
    iii. $20K goal this year; half of garden teacher salary
    iv. During the Fall we'll acquire new business sponsorships, focus on renewing businesses in Spring.
    v. Would like to have full business sponsor list available to parents so we can thank them personally; SKG would like to develop an app where vendors can include a coupon to encourage new customers.
    vi. Currently including Sponsor profiles in Monday Mailer; fulfilling promises to sponsors, great addition.
    vii. Sponsorship requests can go out anytime because it's not a parent ask, it's external businesses. It doesn't overlap with annual appeal or other efforts.
e. Question about the Seeds of Change grant we won last year – SKG will look at that next year too.

7. Staff Update - Rose Hurner

a. No new updates.

Additional Topics

1. Membership question – when you purchase your membership, what does the 'vote' mean? Answer: If you come to Community Meeting, you can vote on any items presented to the general PTA for a vote.
2. Stacey brought extra funds ($70) gathered from last year's carnival, outstanding check- can it be deposited? Answer: Yes
3. Stacey – there was a clothing fundraiser suggestion to collect old clothing and sell by the pound. Should we do this? Other fundraiser idea- use a service where you can upload original artwork to add to merchandise and then offer it for purchase at a mark up that generates a donation for the school. Should we do this? Answer: No on both generally. Would like to continue on path we currently are on with fewer, larger fundraisers (this approach was taken after significant community feedback that there were too many events to manage, and several that did not generate enough of a financial payoff); perhaps these are options for auction donations.
4. Earthquake preparedness – topic for community meeting? Does everyone have a family plan for emergency? Great ShakeOut – 10/15 @ 10:15 earthquake drill. Drill procedures are posted in classrooms; teachers have taken training online for emergency prep. Each class has a booklet by door with students' emergency contact info and procedures, an emergency bucket, and they practice regularly with drills. Parents would like to be informed about what the drills are and how families should prepare. Should there be room parent/volunteer trainings so they know

how to help follow procedures in an emergency? Suggestion for proactive community outreach on this so parents are both informed about what their children are learning through these drills at school and so we can help people prepare. Perhaps do a write-up in the Monday Mailer first then schedule this topic for a community meeting. Maybe a separate evening community event? There are Abernethy parents who work for the Red Cross who may be able to help with this.

5. BeSmart – Gun safety group has asked to present at a community meeting. What does the group think? Maybe safety fair community meeting where this is just a part of an overall safety presentation(s) rather than its own event? Decided not to make it a dedicated community meeting topic, but may include the group in a safety/emergency preparedness event.
6. Unsanitary bathroom faucet issue brought up at the last community meeting - follow up from Jim: Bottle filler retrofit for a fountain is ~$3K each through PPS; hand washing faucet retrofit price unknown, need to find out. We could fundraise for it, but PPS has to do the work, so it would be dependent on their availability and their fees.
7. Halloween celebrations: Book Character day on the 29th; no parade 29th. Community Halloween festival on Friday 10/30 on the playground 4pm-dark. The festival will include a costume parade at the end.

Adjourned: 9:13pm

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