

October 9, 2025 Board Meeting

Agenda

9:51 Call to order.

Attendance: Alex, Ed, Josette, Diane, Katie, Ali, Laura

Minutes Approval

- [Minutes](#) from September board meeting: Katie Foley moves to approve, Ed seconds. Unanimously approved.

To Discuss Today

1. Planning ahead for changes to Title 1 Funding - should we start charging for little things like snacks, add a \$5 cover to lions head, that type of thing?
2. School app
3. Budget

Leadership Updates

1. Ms. Scanlon returns on the 14th (she will be in the building before that but we should do something for the morning of.) Alex will pick up kids' fill-in sheets from Minaya and have bound into a book at Columbia copy shop. Laura will order orchid to have it delivered.
2. Admin is interested in developing an app for the school. App companies that have been thrown out include Parent Square, Konstella, Bloomz (Rosado's kid's school uses the last two). Requirements discussed:
 - a. App usage would potentially include afterschool
 - b. has to be a DOE approved vendor
 - c. send out and receive/collect forms in a secure way from school to parents
 - d. There would be a separate pta section
 - e. way to replace class apps? / teacher communication with parents: note that teachers can't be compelled to use a certain platform due to union requirements
 - f. donation tie in
 - g. **QUESTIONS from PTA:** Can there be parent-to-parent group chats to replace WhatsApp? MailChimp? We also want to make sure we have

built-in translation. Goal is to reduce or replace as many other modes of communications as possible.

3. Picture Day has the possibility of sibling photos and this would be something PTA would help coordinate
4. Key to PTA room (219) can be signed in and out by Crissy Vale in the main office

Treasury Report

Treasury Report - 2025-2026

We added a line that is net +/- for the month

Follow up: We need to see the grants.

- Art supplies and library funds could be moved to general pot with a vote of the full parent body.
- Diane will check with Ms. Garcia

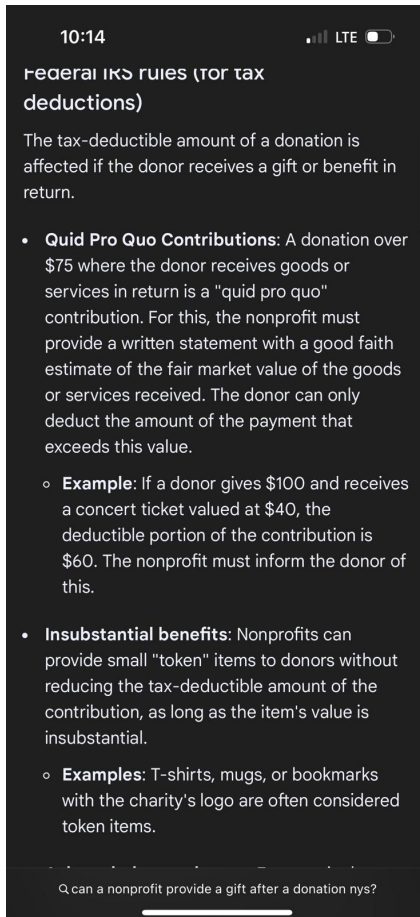
Budget/Fundraising

1. Report on budget/fundraising meeting that took place:
 - a. Committee Reviewed the Budget using the new model
 - b. Income Categories were added for new types of fundraising:

Category	#	Source of Income
Parent - Shopping related	1	Picture Day
	2	PS165 Merch Store
SUBTOTAL		
Event fundraising	3	Fundraising Events - Happy Hours, Food Collabs, etc
	4	Winterfest
	5	Bake Sales
	6	Scholastic Book Fair Cash
	11	Spring Fair
SUBTOTAL		
Campaigns	7	Family Donations / Givebutter - \$165 for 165
	8	Givebutter - Recess
	9	Givebutter - Giving Tuesday
	10	Givebutter "Teacher Appreciation week"
	11	Corp Matching Donations
	12	School toolbox
SUBTOTAL		
TOTAL INCOME		

- c. Committee decided to keep fundraising goals conservative
- d. Town Hall is 10/24 so the budget needs to be sent to general body THIS Friday 10/10 to give everyone enough time.
 - i. Send a view only access link of Historical Budget tab in mailchimp without all the other tabs. Katie and Alex will work on that.

2. Update from D3 President's Council meeting to be shared with Budget Committee via general PTA chat; Jill will attend:
3. Merchandise update
 - a. Discussion: No sales tax because it's below the minimum. Not providing tax information to donations less than \$200.
 - b. **Election Day Bake sale stickers:** **Make doodle poll to for Board presence.** Options that don't say PS 165 in an effort to appeal to any voter. Tentative pricing is \$0.16 per sticker and proposed sale price of \$2



each, incentive to donate. Last year, we did GiveButter and it encouraged people to donate more. Square is easier. They both have a transaction fee.

c. **Online merchandise launch:** Josette and team are working on designs of select items with dropship vendor, to announce/build excitement at Oct town hall as coming soon, and target launch for sale at Nov 14th open classroom. Consider a “what would you buy from this list?” type of poll at town hall to gauge interest.

4. Donor-specific email to go out to last year's donors (?)

a. Upgrading MailChimp account to create new audience? There may be an email function of givebutter so we could investigate.

5. Winterfest

a. Raffle Items Secured (Josette) - Oriental Trading \$25 GC (digital, exp 9/30/26), Blick \$50 GC (physical, to be mailed in Nov. exp TBD), Dos Toros 6 Free Entree Vouchers (physical, exp)

Communications

1. Class Reps Update:
 - a. KF to finalize flyers to be backpacked:
 - i. Classes missing PTA reps
 - ii. Call to join new chats for PK-1st grades + 402
2. MailChimp
 - a. November newsletter to go out first week of November

- b. Getting upgraded account set up so we can segment audiences
 - c. ASAP: Call for volunteers (all parents) - consider listing first three opportunities and sending people to the website for further
 - d. To come: Call for fundraising
- 3. PTA web pages are going to get a little glow up to share more specific and relevant info for parents on after school programming, what the PTA does and how our budget gets used
- 4. October events
 - a. October 10th: Heritage Day and Open Classroom
 - i. PTA Table for the 7:45-8:15 time: Katie, Ed, Josette can be there.
 - ii. C&I questionnaire needs more discussion and vetting.
 - iii. Class rep recruitment
 - b. October 11th at 11 am: Grace McCaffrey reads KNOX & THE MAGIC RAINDROPS for Saturday Storytime at [B+N UWS](#) - Katie will try to go.
 - c. October 16th: Movie Afternoon
 - i. Need snacks purchased: Diane will double-check and handle.
 - ii. Jill needs to reach out to Caesar/Tricia as they usually set up the movie projector (or maybe Minaya)
 - iii. We have 3 parent volunteers + Jill + Alex (good on volunteers)
 - d. October 24th: PTA Meeting and Town Hall
 - e. Lion's Head meet up
 - i. If we want to do something for K families, Stevie Steel would likely help organize (K015 rep)
 - ii. Dads meet up?
 - f. Oct 29th 10:30am - 10pm: [Dig Inn Fundraiser](#) (30%, \$150 min sales)
 - g. Family photo fundraiser?
 - i. 15 minutes blocks, including posed and candid photos. Each family will receive at least 5 edited photos per 15 minute block. \$200, 50% of which is donated to the PTA), offered for Oct 25th in Central Park. Available for about 15-20 families.
- 5. November events
 - a. Election Day Bake Sale
 - i. SignUp - We should start EARLY recruiting for this and encourage parents to bring their kids – they sell things well. We decide not to have a cash box. To be discussed over chat.
 - b. Picture Day 11/7/25 - we need 2-4 people to volunteer (Jill will be out of town) - SignUp
 - c. PTA Meeting & Town Hall
 - d. November 19th: Shake Shack Fundraiser - *TBC within 10/14*

- e. Prep for Book Fair

Culture & Inclusion

1. October 10th Meeting with Equity Team (Josette / Jill)
2. Family Questionnaire - QR code at Open Classroom and backpacked (TBC - will see how many completed Scanlon baby forms are completed)
3. Feedback on Lion Dance LNY performance to STEM night (March date still TBD)
4. First committee meeting TBD

Other Stuff

1. PTA Closet / Office clean up and organization - should we schedule time to work on this? PTA closet should be used by cafeteria (?) and afterschool programs (?) This has to be done during school hours, though, or admin has to be on site. Diane is free Mondays 8:30-2; Alex has flexibility Thursdays/Fridays. Josette could try to join.

Meeting adjourned at 9:50am.