

Minutes approved by membership on 3/27/2025

9/26/2024 PTA General Business Meeting, open to the Kennedy Community

(This is a draft of minutes until approved by membership in our next meeting, date TBD)

This document can be accessed on the JFK PTA website at:

<https://kennedyschoolpta.wixsite.com/jfkpta/reports>

In attendance:

PTA Board: Becky Lopes-Filho (President), Jeremiah Jordan (Vice President), Donna Rains (Treasurer), Alexis Orellana and Cynthia Singer-Riordan (co-Secretaries), Andrew Sessa (Assistant to the Board / Advocacy Chair)

Zoom guests: Francesca Broekman, Kristen Cox, Marijke Schuurman, Becky Payne, Emily Scheinberg, Jess Adams, Patrick Adams, Kate Van Sleet, Kim Duriak, Lauren Ames and Thomas Ames, Lily (Elizabeth) Mara, Crystal Woody, Annisa Kim, Cate, Kat Johnston, Cate Mingoya, Lauren (last name not shown), Kate Van Sleet

Quorum (13 members) was met

Welcome & Introductions - [Slides 2 & 3](#)

Introducing the 2023-2025 Board members and assistant to the board

Overall Goals of PTA: to Fundraise, community-build, and advocacy at the district level as part of the larger PTA council, share resources and information to inform others' advocacy and engagement

Our '23-'25 board's Guiding principles - transparency, access and inclusion, equity, health and safety, sustainability, build local relationships.

Communications - [Slide 4](#)

- PTA information will be communicated via website jfkpta.org, facebook group, email newsletter for those who opt in to PTA emails, backpack flyers in 4 languages (Haitian Creole, English, Portuguese, Spanish)

Fundraising Focus - [Slide 5](#)

- Plan is to focus on large fall donation drive fundraiser to hopefully be able to skip labor-intensive spring fundraising event. **No Boosterthon this year; may have to reassess in January if we're not coming close to our direct-giving goal of \$9500**
- Continue to focus on building community business relationships, leveraging ties to retail & restaurants, also in-kind donations of products, food help to defray costs of events

Budget proposal and vote - [Slide 6](#)

[Line-by-line budget document for approval is here.](#)

- Starting the year with a larger than usual reserve from last year - \$18k

- Fundraising - Increase donation drive; we are planning to change messaging to hopefully increase the donation drive to explain 100% of donation goes to the PTA vs the high cost of fundraising events like Boosterthon; hoping to get \$9,500 in direct donations via GiveButter; last year without a big communications campaign we made \$7,500 on the donations drive so this is a stretch goal, but there's some hope we can do it, especially if members help spread the word to their networks
- We serve as the financial pass-through for the 8th grade committee, we estimate they will raise \$6,000, so is listed on the budget as income and an expense
- Community Events - in addition to planning the same events as last year, we have added an extra \$2,000 for an in-school spring event as a placeholder in the budget TBD, but if we don't hit our fundraising goals we will reconsider this spending. This would be an in-school experience for all students to replace the Boosterthon dance-a-thon/fun-run experience with no associated fundraising campaign.
- Appreciation/Awards - SHS book awards- we provide for 4 x \$250 "book awards" for SHS seniors who attended Kennedy school - all the SPS PTA units sponsor these each year
- teacher appreciation events include staff breakfast, staff luncheon, and staff appreciation week campaign, project, or event, TBD depending on what a committee opts to spend on
- PTA Membership Dues - this year we decided to not "charge" dues and make them entirely optional. So far, many people are choosing to donate dues and we can probably continue this practice in coming years. PTA fees to State and National PTA are going up next year per a vote at the National PTA conference last spring, but only minimal bump
- Operating expenses - largest expense is liability insurance, but also includes other software and a new marketing line item for internal marketing of PTA resources to teachers as well as membership recruitment, etc
- Bank balance if we stay on track at EOY is projected for \$6,764.07; this is on the lower side of the ending balance over the last 2 years, but more in line with 501(c)(3) financial best practices (i.e. only fundraise for monies you've earmarked to spend in current year, only keep a reserve for startup expenses for the next year)
- We will assess the need for additional spring fundraising at the midyear point
- Motion from the floor for amendments to the budget: no motion seen
- Move to voting to approve the budget as-is: We saw 19 hands, and 2 abstentions
(Majority Approved, motion to approve the draft budget is passed)
- [Link to approved budget](#)

Treasurer's Report for Sept 1 - Sept 26, 2024 - [Slides 7, 8, 9](#) - will be posted to jfkpta.org website, under About PTA>[Reports & Records](#)

- Ordered Tiger Shirts for PreK and K plus extra shirts for students new to Kennedy school or who have outgrown theirs and we've had some in-kind donations

Upcoming events - [Slide 10](#)

- Donation Drive coming soon - be on the lookout for more information
- Oct 10 - Harvest Fest - way to welcome new families, etc. two parts so if anyone would like to volunteer, we are always looking for additional volunteers
- Nov 5 - 8th grade election bake sale - 8th grade committee will be sending an email to recruit committee members & doing outreach to request baked good donations from entire community - donations do not have to be dropped off early in the AM - can drop off day before and also any time day-of to replenish what they sell
- Giveback nights - Flatbread night will be Jan 7, Exploring Texas Roadhouse, always looking for connections to local businesses
- Dec. 9-13 - Book Fair - Donna Chairing the committee, but anyone interested in supporting she will need a second
- Dec. 13 - Staff App. Breakfast, need volunteers, but usually a really great way to celebrate our teachers

BRING Your IDEAS / Ways to Step Up - [Slides 11, 12](#)

- feel empowered to take things and run with them, we all have a lot going on, so don't be afraid to step up, we need you
- **Ways we need your help - tell us what committees you're interested in on this form: <https://bit.ly/JFKPTA-Committees>**
 - Nominating Committee, structure and guidelines built out by national PTA, but takes some work to get to know people and drive interest in who would be engaged in wanting to run.
 - Community events and harvest fest - great way to get involved and learn about how things get done behind the scenes
 - Family Nights Out (e.g. Movie Night, Bingo Night)
 - Finance / Audit Committee (monthly and annual duties)
 - Book Fair & Literacy Events
 - Fundraising, Grants, & Community Partnerships
 - 8th Grade Fundraising & Events Planning Committee - open to anyone, but especially 8th gr and 7th gr parents - these two classes should see recruitment information as soon as this coming week
 - End of Year Carnival
 - Health & Wellness
 - Staff Appreciation

- PTA Council rep(s)
- Skillshare: Think about what is easy for you to offer/skills to bring and share with school and PTA

Meeting is officially adjourned, everyone invited to remain for Q & A / Ideas & feedback

Q&A -

Q: How long will the donation drive be open?

A: We won't close the campaign throughout the year, but will start with a big push and see how engagement goes to know if we'll need to do multiple rounds. Givebutter has ability to show a \$\$ progress thermometer so that it's interactive and folks can see how much more we need to raise

Q: What will we do to get the kids involved in fundraising like in Boosterthon? We should come up with something for the kids to help with the ask for the fundraising drive. Something that could be shared with grandparents or others.

A: Jess Adams would be happy to share how we can optimize give butter to help with donations and get the kids extended family / networks involved - ways to market a shareable donation link, personalize each family's ask to their network, a how-to to create something with your child involved

Also, there are other types of platforms (competitors to Boosterthon) that we've done some research on, that allow kids to be involved but aren't as expensive or labor-intensive as Booster - we'd need someone to own a large spring fundraiser if we need to go that route

Q: Honk - does anyone have ideas of how to use QR code out in the community to leverage donations from the community during a time when lots of people will be in Somerville and gathered on one weekend? Would be great to use this or other upcoming live events to ask for donations from people other than immediate family and friends.

Q: Should we do a push out of the PTA Tiger Wear store before the holidays, to do a push could be a good idea.

A: PTA only takes 12%, but it's something. We can definitely do some messaging around the holidays.

Q: Does the spirit wear store allow you to tack on an additional donation to a purchase?

A: unfortunately this sales platform doesn't, but we could diversify what we're selling our logo on for the holidays, possibly change/increase the percentage return to PTA

Q: Could we ask for a special edition design that could be incorporated into a campaign to sell gear?

A: Maybe Art Teacher could do a "limited edition" design for us? Or Kristen Cox, who designed our tiger and Kennedy Cubs logos?