

Elizabeth Seawell PTA
PTA Board Meeting
October 1, 2025
7:45-9:00 am
Seawell Elementary School, Cabin M3

OPENING

The following Seawell PTA officers in attendance were:

- Scarlett Coley, president
- Elizabeth Zander, vice-president
- Kathryn Jagoda, member at large
- Karen Gilmore, member at large
- Keith Starr, secretary

The following Seawell PTA officers were not in attendance:

- Clay Harris, treasurer
- Thannie Locklear, member at large

Seawell staff in attendance were:

- Danka Kulikowski, principal
- Glenn Estacio, assistant principal
- Chelsea Robinette, teacher rep

All Seawell PTA and non-PTA members were welcome to attend the open board meetings each month. Those attending were:

- Mike Wilkins
- Hayley Tumey

ORGANIZATION NOTES

The following updates were shared by the president and some items were discussed by those in attendance:

- Elizabeth created a calendar of events for the year and this was shared with those in attendance at curriculum night.
- Additionally, the budget was shared, voted on, and approved during the curriculum night session. This will allow the reimbursement process to take place for teachers.
 - Moneyminder is the budgeting program where teachers will be able to upload their receipts.
 - The staff need to know that the budget was approved so that they can do their reimbursements. An email from the PTA went out to teachers alerting them to this.
 - It was noted that staff might not be using all of their reimbursements. One theory that was discussed is that the process might be too complicated and therefore

teachers do not engage with it. Therefore, there is a desire to try and simplify the process.

- Additionally, those in attendance discussed the process of updating the budget mid-year if need be in the event that more revenue was generated and an updating spending plan was needed. Because we would need a full membership meeting to vote in an amended budget, we would need to have that coincide with the January meeting.
- Sarah Wingate volunteered to take care of the Facebook account and Ms. Jefferies updated the Seawell sign. The PTA is looking for someone to take on updating the sign on a more regular basis.
- Kathryn shared that she will meet with Clay to get preapproval for spending on the card for Critter Corner
 - There was a discussion about preapproving the expenses for the cards to allow for faster purchases while keeping the security of the accounts. The idea was generated to turn off overdraft protections for the account as a safety measure.

EVENTS

Updates on the following events were shared and some discussion took place. Themes of the discussions were around ideas to increase stakeholder engagement and ways to increase revenue:

- Family Photo Sessions
 - There are currently 13 families signed up for sessions. This is lower than it has been at this point in the past. Those in attendance wondered if this is related to the increase in cost for the photos.
- Skate Night
 - Ways to increase attendance in this event were discussed:
 - Would like to have the mascot hype up the event with kids, families, and staff. Perhaps this can happen during the car line?
 - Flyers went home for the event and photos are up.
 - Having the mascot hype up the event so that more people come
- Big Fall Play Day
 - Sign up for volunteering at the event is going well. There is a wonder about engagement from families with the information in the Peek of the Week. Some discussion occurred as to whether the location of the PTA update was being effective or not.
 - There is a hope that like in previous years, that we will get a number of high school volunteers to support the event. In previous years, they've been super helpful at the event.
 - Orientation for volunteers is happening on 10/5.
 - Those in attendance discussed various logistics around the event:
 - Mike will be coordinating the STEM event on the basketball court.
 - East Chapel Hill High Robotics team will also be on the basketball court.

- Elizabeth will be seeing if she can get pumpkins from Trader Joes (as happened last year.)
- There is still a need to have volunteers sign up to run the welcome table (Hayley volunteered for the welcome table!) and sell tickets and merch. The link for buying tickets online will be made live in advance of the event.
- Pizza: We discussed whether or not to go with Vic's which seems expensive and that we might not make money. Other options were considered (hot dog vendor) but the goal fundamentally is to not lose money and in the best case make money to support the cost of the event.
- Critter Corner
 - The team would like to gather data on the state of volunteering around the Critter Corner. We believe that it is a few people doing most of the work.
 - The Critter Corner needs mulch to cover muddy spots.
 - Katie is going on maternity leave and needs someone to take over managing the volunteers starting in January.
- Room Parents
 - Two questions were discussed by those in attendance:
 - How to help a teacher who doesn't know how to use them?
 - How to tell room parents what to do to support teachers?
 - Perhaps having teachers who do this well sharing with the staff how they use their room parent could support this.
- Fall Fundraiser
 - Elizabeth brought up the question of connecting the fall fundraiser to school-wide incentives. (For example, if we raise \$10,000, can there be an ice cream party, concert, etc.) There was interest in tying the incentive to a school-wide performance.
 - Additionally, we discussed the use of matching funds and individual classroom/student/teacher/parent goals for fundraising.
- Other Fundraising Thoughts
 - Chelsea is going to lead the creation of a school-wide T-shirt process where a student design will be selected and then sold across the school. A print shop has reached out about working with us.
 - Additionally, we need to make sure those that shop at Harris Teeter have their accounts set up to benefit Seawell.