

Heritage High School PTSA

Monthly Board Meeting Minutes

Date: September 16, 2025

Time: 6:30 P.M.

Location: Heritage High School Media Center

I. Call to Order and Welcome

President **Allie Townsend** called the meeting to order at 6:33 P.M.

II. Establish Quorum

A quorum was established.

III. Approval of Minutes

- Minutes from the August Regular Meeting and September General Special Approval Meeting were approved.
- Motion: Carrie Richardson
- Second: Kendra Monden
- Vote: All in favor

IV. Guest Speakers – Dawn Beaster & Deanna Knowles, Business Alliance

- Shared information about connecting students with the community and bringing in guest speakers.
- Provided a page on how to get involved, available on the school's website under "Our School."
- Expressed difficulty in communicating with parents (no social media presence). Requested PTSA assistance with outreach.
- Highlighted the upcoming **Reality of Money Event in May**.

V. Principal's Report – Ms. Newhouse

- Reported a smooth start to the school year.
- Cell phone policy implementation has gone well. Staff are encouraging interactive learning to reduce phone reliance.

- Enrollment numbers were met to maintain staffing. Final staffing confirmation is September 22.
- **Homecoming:**
 - Game: October 10 (three-day student weekend).
 - Dance: November 8 (rescheduled from Spirit Week for better experience; fewer volunteers available).
- **Hispanic Heritage Week:** Sponsored by Sin Limites Club with daily cultural events, music, and activities.

VI. SGA Advisor Report – Ms. Parks

Not present.

VII. Counselor's Report – Ms. Weaver

- Mrs. Parks to email Allie about homecoming crowns and flowers (lead: Beth Childres).
- Infinite Campus issues resolved.
- Senior Conferences underway; new students enrolling.
- Senior Round Up and SAT scheduled for October 8.
- **Wake Tech College & Career Access Coach:** Eddie Salvano begins October 7. Will assist students with Wake Tech opportunities.
- Encouraged parents to explore dual enrollment for juniors and seniors (requires transportation).
- Shared: "Our children are awesome!"

VIII. Officers' Reports

President – Allie Townsend

- VP of Ways and Means position remains vacant.
- Need volunteer for Yard Signs and Senior T-Shirts. Allie will handle signs. Vendor for t-shirts and stickers to be decided (high profit margin; stickers designed by alumna Brooke Ingram).
- Applied for free **Canva Pro** account for PTSA (value \$120/year).

- **Meet the Teacher Night** successful for recruiting members/volunteers; new volunteer form created.
- PTSA training: National PTSA encourages applying for grants (\$100 just for applying; range \$1,200–\$5,000). Deadline: next Thursday.
- **Officer update:** Hank Bialek resigned; Lindsay Mitchell appointed Treasurer (though no current students at Heritage).

Treasurer – Lindsay Mitchell

- Current balance: **\$26,907.17**
- Uploading memberships and getting caught up.
- Freshman package reduced to \$40 (parent membership, student membership, donation, and stickers).

Secretary – Kim Glenn

- Will email out the **Conflict of Interest** and **Code of Ethics** forms.

VP Communications – Meredith Dockery

- Facebook engagement up 83%. Multi-photo posts perform best; text-only posts lowest (15%).
- 515 total followers (3% increase).
- Requested event/school photos to share.

VP Hospitality – Kendra Monden

- Provided apples/caramel for staff meeting; leftovers placed in teacher lounge.
- Celebrated paraprofessionals separately this year.
- Preparing for **Custodian Appreciation Week** (lunch event).
- Plans to highlight all staff before Christmas.
- Seeking volunteers for hospitality/student events.
- Discussed “treat cart” idea for lounges, stocked by donations (Amazon list option).

IX. Standing Committee Reports

Audit – Tiffany Hudson, Carrie Richardson, & Lauren Lucas

- 2024–25 books are closed and complete.

Membership – Mary Gibson

- Awaiting entries from Treasurer to finalize counts.

X. Special Committee Reports

Advocacy – Kat Reppe – No report.

Business Alliance – Kymberli Shropshire? – Not sure if she will remain in this position. No report.

Cultural Arts – Ruby Chavez

- Confirmed mural project by Annie Padres & Keith Marbal. Completion: March 2026.
- Funding: \$500 United Arts grant; PTSA to contribute \$1,500.

Hospitality – Hannah Music – No report.

Legacy Bricks – Meredith Dockery – No report.

Retail Rebates – Lauren Lucas – Will coordinate with Heidi Stuart.

Scholarships – Katie Brown & Sandi Gay – Not present.

Student Events – Beth Childres

- Organizing homecoming crowns/flowers.
- Senior Breakfast successful with balloon arch as well.

Special Ed Inclusion – Hannah Bleyer

- Best Buddies planning fundraiser; may request PTSA assistance.
- Exploring awareness week and vocational skills opportunities for students.
- Considering coffee-selling project to teach money skills.
- Kendra suggested infused water option.

Sponsorships – Karen Mirabella

- Began outreach (25 packets printed; cold calls and emails underway).
- Discussion on advertising challenges since Boosters control gym and fence space.

Spirit Nights – Heather Pierson

- Recent events: MOD Pizza (\$35), SodaBox (\$35). This is way down. Kim Glenn recommended that we ask Mrs. Newhouse to send a text the day off. We need to tell her a few days before so she can schedule it. If we don't send the text, it's probably not worth doing since participation will be low.
- Upcoming: Panic Point and HoneyBaked Ham.

Teacher Appreciation/Volunteers – Meredith Dockery – Report included in VP Communications.

XI. Old Business

- Vacant positions: VP Ways & Means, Nominating Committee.

XII. New Business

None.

XIII. Adjournment

Meeting adjourned at 7:41 P.M.

Upcoming Dates

- **Sept 20** – Chipotle Spirit Night
- **Sept 23** – Teacher Workday
- **Oct 2** – Custodian Appreciation Day
- **Oct 10** – Homecoming Game
- **Oct 13 & Oct 20** – Teacher Workdays