

Hillside Elementary School

PTO EXECUTIVE BOARD MEETING

Minutes

November 12, 2014

9:15 am

Teacher's Lounge

Meeting called by	Lori Benedict
Type of meeting	PTO Executive Board Meeting
Facilitator	Lori Benedict
Meeting Minutes by	Michelle Barton, PTO Secretary
Attendees	Michelle Barton, Lori Benedict, Ms. Braun, Kelly Cockshaw, Mrs. Diane Cohle, Marcy DeLOrefice, Cheri Lotan, Laura Mills, Lisa Nishikawa, Allison Keech Sanka, Dana Zdancewicz

Agenda Topics

Call to Order/Welcome

Lori Benedict

Discussion	Lori Benedict called meeting to order at 9:15am and called for a vote to approve the October 2014 meeting minutes. The board approved the minutes and they will be posted on the PTO website by Allison Sanka.
-------------------	--

Principal's Report

Mrs. Diane Cohle

Discussion	Mrs. Cohle gave the Principal's Report.
-------------------	---

Mrs. Cohle began by thanking the PTO for the Hillside Student Directories.

Afterschool Clubs are underway and going well. One upcoming club will be run by Mr. & Mrs. Pechin as a fundraiser for FLITE. Mr. & Mrs. Pechin will run Friday afterschool clubs – once per grade.

Mrs. Cohle thanked the PTO for another wonderful Book Fair. It was wonderful to see the enthusiasm for reading. Only comment for the next book fair comes from the Kindergarten teachers. Perhaps for Grandparents Day, have the Kindergarten times tie in with dismissal. The K teachers found it difficult to know who had gone home with their Grandparents, versus those that would be staying for regular pickup for safety of the children.

Halloween – the parade and parties went well. However, Mrs. Cohle did have a visit from the Tredyffrin Police Department regarding the traffic and parking up on Howellville. The Police found they had to force vehicles to move in order to not completely block traffic on Howellville. The Police suggested Hillside stagger the grades' parade times. Discussions amongst the PTO members present involved communicating the parking guidelines and suggesting alternative locations available and suggest carpooling when possible.

Fun Run – huge success, such a fun event.

Upcoming events:
 American Education Week – flyer went home with times parents are invited to visit – Specials are the focus this year.
 End of 1st Marking Period – teachers are working on generating the progress reports for each student and preparing for Parent/Teacher Conferences.

Policy 1124 – Distribution of promotional materials :
 Per the October 27, 2014 revision, there will be more restrictions going forward. For example: KidStuff Coupon Books that were allowed to go home via backpacks this year will not be allowed next year – most likely. Flyers for Innsbrook Wrapping Paper will not be able to go home via backpacks. Book Fair could also be affected. A suggestion was made to send home a generic flyer regarding the Hillside Book Fair without any mention of Scholastic.

Food policy at Class Parties and other PTO events:

The District has established a District Wellness Committee to review three (3) sources of guidelines/policies:

1. Federal Government Guidelines
2. T/E District Policy
3. Allergies

The committee will potentially revise the district's policies surrounding when foods can be sold or provided and what those foods can contain, etc. Mrs. Cohle will keep the PTO and all Hillside families apprised of any changes or new policies.

Teacher Evaluations are comprised of 85% Observation / 15% School Score determined by the Penn. Department of Education. Mrs. Cohle is very happy to announce that the scores have been published on the PDE website and Hillside received a score of 94.8% - the highest of any school in T/E. (<http://paschoolperformance.org/Profile/6565>)

Mrs. Cohle is thankful to be part of this wonderful school with such amazing teachers.

President's Report

Lori Benedict

Discussion	Lori gave the President's Report.
------------	-----------------------------------

Lori attended the PTO President's meeting – this past meeting included all of the PTO Treasurers also.

One topic other than treasurer items was a preliminary discussion of all of T/E PTOs to join efforts in the Directory Ads – the PTOs would secure Ads that would run in all of the schools directories.

Lori asked Michelle Barton (current Directory Chair) her initial thoughts – Michelle pointed out that Hillside's Directory is a now considered a service unlike the other schools who use their directories to fundraise. Michelle's concern is that Hillside could run the risk of not receiving enough funds from the new system to cover costs. Also, who would handle the logistics of formatting ads and determining if the ads were relevant to the particular school's students, would the advertisers want to potentially pay more to be included in school directories that would not yield the businesses new customers?

Treasurer

Sian Keating/Maura Harley

Discussion	Sian and Maura were not able to attend.
------------	---

Sian sent the October financials via email prior to the meeting.

In that email, Sian also proposed dissolving the Vanguard Account – the Cultural Art Endowment Fund – in order for the PTO to fund the new playground. A vote could be taken at the December 9th PTO meeting.

Discussion amongst those present continued regarding the proposal and Lori Benedict relayed Carla Ojha (not present) views on the proposal:

Carla is in support of the new playground, but concerned about the PTO's fiduciary responsibility in managing an Endowment Fund. Using Cultural Arts funding for a playground set may not be appropriate.

Michelle Barton offered that it may be appropriate that the Fund be used – dipped into – for Cultural Arts in years where the PTO's bank account does not have sufficient funds. If the Playground set were to be purchased with PTO funds (PNC Bank – funds not earmarked for Cultural Arts specifically, but generally funds Cultural Arts), then the PTO would not have enough to cover this year's or possibly next year's Cultural Arts, thus requiring dipping into the Endowment Fund.

Vice President of Membership & Services

Lisa Nishikawa

Discussion	Lisa Nishikawa gave the Membership & Services Report.
------------	---

Nothing to report.

See Fundraising for Lisa's update on the Fun Run.

Vice President of Social Functions**Marcy DelOrefice**

Discussion	Marcy DelOrefice presented the Social Functions Report.
Nothing to report.	
See Fundraising for Marcy's update on the Book Fair.	

Vice President of Fundraising**Laura Mills**

Discussion	Laura Mills presented the Fundraising Report.
<p>Marcy DelOrefice presented that the Fall Book Fair raised approximately \$3500 for the PTO – a success!</p> <p>Lisa Nishikawa presented that the 1st Annual Hillside 5K Run 1K Walk (Fun Run) was a success despite frigid and windy weather – the PTO raised approximately \$3,300, which exceeded the modest goal of \$2000 we set for the event's first year. Lisa also noted that Wilson Farm Park is already booked thru October next Fall, so if the Fun Run will take place again the timing will have to be the similar to this year.</p> <p>Innsbrook Wrapping Paper – Laura is waiting on Larissa Leon on whether there is enough time to run the fundraiser – promote, receive orders, receive orders prior to the holidays – Larissa is working with an Innsbrook rep. Flyers cannot go home.</p> <p>Five Below – this is a fun fundraiser and Five Below makes it very easy. They run for 8 days, we can choose the dates and the PTO will receive a 10% of sales. Discussion continued regarding timing – perhaps around Black Friday? A special email blast was approved.</p> <p>Kelly Cockshaw (KidSuff Coupon Books Chair) presented the current results of the fundraiser: 300 books distributed 99 returned – “late cancellations” (didn't opt out prior to the books being sent home) 167 books paid for Approximately 40 books MIA (slowly some trickle in following written notices, emails, etc) Kelly has been able to collect roughly \$4100 thus far; the PTO will receive 50% of each book (approx. \$2100, at this point). This is an increase from last year's profit of \$875. Some parents are very upset that the books have come home; they must have not noticed the opt-out flyer Kelly sent home prior to sending the books. Some parents love the books. For next year, if the books are not able to go home via the student's backpacks, the entire fundraiser will change.</p>	

Vice President of Cultural Arts**Carla Ojha**

Discussion	Carla Ojha – not present

Committee Report – ISC**Dana Zdancewicz**

Discussion	ISC Report
<p>ISC meeting tonight 7-9pm at the Districts Administrative Building – subject will be demographic trends and how they will affect the district. At the previous ISC meeting, Hillside Elementary was the first school to present this year. The subject was the new Raz-Kids program – 1st grade reading. Another subject discussed in previous meetings was Nutrition.</p> <p>Dana encourages all parents to attend the meetings, if interested. They are open to everyone and are very informative.</p>	

Committee Report – School Store**Michelle Barton**

Discussion	School Store Charity
<p>Chrissy Reilly has nominated 5 organizations for the Board to narrow down to 3 for the 4th Graders to vote for the recipient of the School Store Proceeds at the end of the 2014-2015 school year:</p> <ol style="list-style-type: none">1. Cradle to Crayons2. Berwyn Fire Company3. Chester County SPCA4. TE Foundation for Parks and Recreation5. T & E Care <p>The Board chose the Berwyn Fire Co., T & E Care and TE Foundation for Parks and Rec.</p>	

Adjournment**Lori Benedict**

Discussion	The meeting was adjourned at 10:55am.
-------------------	---------------------------------------