

Hillside Elementary School

PTO EXECUTIVE BOARD MEETING

Minutes

December 9, 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	Colleen Barth, Michelle Barton, Lori Benedict, Mrs. Diane Cohle, Marcy DeOrefice, Maura Harley, Sian Keating, Jessica Littleton, Laura Mills, Lisa Nishikawa, Carla Ojha., Mrs. Pechin, Allison Sanka.

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 November 12, 2014 meeting minutes. The board approved the minutes and they will be posted on the PTO website by Allison Sanka.
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Principal's Report

Mrs. Diane Cohle

Discussion	Mrs. Cohle gave the Principal's Report.
<p>Upcoming events:</p> <ol style="list-style-type: none"> Dec. 18th will be the Winter Concert – there will be two performances, one at 9:30am for families and friends, the other will be at 2pm for the students. Winter Break Dec. 24-Jan 2, 2015 – school will resume on Monday, January 5, 2015. 	

President's Report

Lori Benedict

Discussion	Lori presented the President's Report.
<p>Lori attended the PTO President's meeting where Afterschool Clubs were discussed. Other schools' PTOs in the district raise money from their clubs.</p> <p>Winter Camp: Mr. Pechin & Ms. Braun are looking to run camp during the Winter Break again this year. Mrs. Cohle distributed copies of the forms to be sent home to parents.</p> <p>Pennies for Patients: is this a service project Hillside should do? It used to be at Hillside and is still at other schools. The Board felt not at this time – need to focus on current projects and the huge fundraising challenge before the PTO for a new playground set.</p> <p>Hearts for Hillside: upcoming service project – every year families donated food for a local shelter. Melanie Bradish is the chairperson for the committee.</p>	

Michelle Barton brought a card from the PTO mailbox from the teachers and staff at Hillside – it contained a \$200 donation to the Fun Run. Everyone was very grateful.

Treasurer

Sian Keating/Maura Harley

Discussion	Sian Keating presented the Treasurer's Report.
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Sian sent the November financials via email prior to the meeting. Sian reviewed the report with the Board:
Fun Run: \$3800 - \$375 from online fundraising. - \$1800 over expected
Book Fair: \$5800 - \$800 over expected
KidsStuff Coupon Books: doubled from last year – sent books home in backpacks this year (not last year)
Innsbrook Wrapping Paper: sales via website – expectations are low

Vice President of Membership & Services

Lisa Nishikawa

Discussion	Lisa Nishikawa presented the Membership & Services Report.
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Nothing to report.

Vice President of Social Functions

Marcy DelOrefice

Discussion	Marcy DelOrefice presented the Social Functions Report.
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Lisa Nishikawa mentioned the Iceline Skating Social is scheduled for February, 26th in West Chester.

Vice President of Fundraising

Laura Mills

Discussion	Laura Mills presented the Fundraising Report.
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Five Below – unfortunately, this new fundraiser didn't raise much money. Was it due to the timing? What should be the timing for next year?

Hawky - \$2600

Box Tops (Colleen Barth) – perhaps a special blast for Box Tops?

Allison Sanka – Marple Sports Arena has offered to let us do a fundraiser. Events take place on Saturday nights, \$4 ticket price includes inline skating, rock wall and jungle gym. There are dates available in April & May. The Board felt April would work best given other events in May.

Vice President of Cultural Arts

Carla Ojha

Discussion	Carla Ojha presented the Cultural Arts Report.
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Carla began by providing attendees to the PTO meeting a brief overview of her response to Sian Keating's proposal to dissolve the Cultural Arts Endowment Fund to pay for the new playground. Carla researched the beginnings of Hillside's Endowment Fund and also contacted her counter-parts at Devon & Beaumont regarding Devon's Fund and Beaumont's funding efforts for their playgrounds.

The discussion was tabled as there is an Executive Board Meeting scheduled for January to discuss the Endowment Fund.

Committee Report – Parent Social**All**

Discussion	Possible Silent Auction at Parent Social
<p>Attendees brought up the need to ramp up Fundraising given the PTO's goal of purchasing a new large playground for the school and one of our biggest fundraisers is the Parent Social. There is a general concern that the location of this year's event – the same as last year, Berwyn Tavern – will impede the fundraising goal. Feedback on last year's Parent Social was very positive, except for the food and small venue size.</p> <p>One suggestion to help increase the amount raised was to reinstate a Silent Auction as a large part of the event. In recent years, it has been difficult (impossible) to find volunteers who want to take on a Silent Auction. Lori Benedict and Colleen Barth offered to run a larger Silent Auction than last year's.</p> <p>It was suggested the Auction Table's location move to another area within Berwyn Tavern. Mrs. Pechin suggested the items staff and teachers donate every year be included in the Silent Auction, as they had in the past, instead of the raffle. This may bring in a much greater amount of money donated.</p> <p>Lori and Colleen will coordinate with the Parent Social Committee.</p>	

Committee Report – Student Directory**Michelle Barton**

Discussion	Directory
<p>Michelle Barton revisited the issue first mentioned by Lori as last meeting regarding the District Wide Directory Ads topic at the President's meeting. Hillside currently depends on the funds raised thru Ads placed in the Student Directory to cover costs of the free student directory. Other schools in our district use the directories as a fundraiser, as Hillside did years ago, so any impact the district-wide Ads would have on funds raised may not impact them as it could Hillside.</p> <p>Michelle suggested, given the reduction in fundraising in recent years, the PTO Board may want to consider reverting back the directories to a fundraiser in the near future.</p>	

Committee Report – ARCH**Lori Benedict**

Discussion	ARCH in the Elementary Schools
<p>ARCH is interested in developing a program/topic geared to the Elementary Schools, perhaps once a year.</p>	

Adjournment**Lori Benedict**

Discussion	The meeting was adjourned at 10:25am.
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