

Hillside Elementary School

PTO BOARD MEETING

Minutes

December 14, 2016

9:15 am

HES Teacher's Lounge

Meeting called by	Tracy Johnson
Type of meeting	PTO Board Meeting
Facilitator	Tracy Johnson
Meeting Minutes by	Kathleen Gribb
Attendees	Ms. Jeanne Braun, Mrs. Diane Cohle, Kathleen Gribb, Tracy Johnson, Kate Kilgarriff, Laura Mills, Miss Kelly Payne, Nicole Scherer

Agenda Topics

Call to Order/Welcome

Tracy Johnson

Discussion	Tracy Johnson called the meeting to order at 9:17 am and called for a vote to approve the November 2016 meeting minutes. The board approved.
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Principal's Report

Mrs. Diane Cohle

Discussion	Mrs. Cohle presented the Principal's Report.
<p>Past Events: Author Visit by Jerry Pinkney American Education Week Talent Show</p> <p>Upcoming Events: December 15th – Chemistry Club from Conestoga High School for the 3rd Grade December 22nd – 3rd Grade Field Trip to Conestoga High School for a show December 26-January 2nd – No School (school office will be open 12/28 and 12/29)</p> <p>Mrs. Cohle wished everyone a Happy Holiday and hoped everyone found time to relax during the break. She invited everyone to help themselves to coffee, tea and cookies!</p>	

President's Report

Tracy Johnson

Discussion	Tracy Johnson presented the President's Report.
<p>Lobby Renovation – The final measurement and proposal is still outstanding. Once Tracy has the proposal she will have a better idea of what the project will entail and will be able to start comparing prices between District and the decorator's contacts.</p> <p>Open Positions – Tracy has created a document of all the open positions. The Charitable Endowment Fund needs to have a chair, preferably a parent with a financial background, but this is not necessary. Tracy is planning to send a "President's Newsletter" to all the families after the holidays. Her main goal is to answer the question "What Does the PTO Pay For?" but will also include a call for volunteers to fill the open positions.</p>	

Mother/Son Basketball – The date has been set, January 28, 2017, 1:00 PM at the Wells Fargo Center. This event sold out within 4 days!

Father/Daughter Dance – The dance will be held on January 26, 2017. Kristen Becket is working on securing a DJ for the event.

Parent Social – Here is the update supplied by the Parent Social Committee Chairs:

We have named the event “Shamrock Shenanigans”, St. Patrick’s Day Theme. Event Night to include: beef and beer, themed specialty cocktail at special price, 50/50 Cash raffle, video loop on all upstairs TV of auction items featured on online auction which will close during the event.

1. Mobile Bidding

Because of the location challenges, we feel that an online bidding system will be most effective. Items will not need to be on display that evening. In addition, parents who don’t usually attend these events can still participate. The auction can also be accessed by teachers, staff and relatives of Hillside families. The auction would open 2 weeks prior to event with closing times for items during “Shamrock Shenanigans” Event. Winners would be able to pick up items at times staffed by committee the week following the event. Payments are processed on line as part of the bidding program.

ClickBid Mobile Bidding-\$500 plus \$400 for messaging add on

- Can open auction prior to night of Social
- Can bid on items right from table, while chatting with friends, or from home
- Text messages will be sent with a custom link to quickly and easily access bidding site
- You can enter a max bid and let Clickbid increase for you if you choose
- Can search by keyword, category or just make a cash donation
- You will receive text notifications when you are outbid
- Shows "leader-board"
- No performance fee
- Easy checkout
- For \$250 we would be able to use ClickBid again for another event within the year (could arrange the schedule so next year's social falls before the year is up)

2. Raffle Baskets

We have decided to do 5 raffle baskets this year by grade. The idea is to publicize the baskets to students in hopes that they will encourage parents to buy raffle tickets. Raffle ticket sales will run in conjunction with online auction. One will build awareness of another...

We are going to request that baskets be put on display in a secure location at school, possibly library?

Tickets will be sold for 2 weeks leading up to Parent Social

Week 1 -Email blast and flyer in backpack with order form

Week 2-Lunch time ticket sales during lunch, kids can purchase tickets, parents will sell in cafeteria.

-May also work tie in to sell during parent events at book fair?

Friday March 17th Shamrock Shenanigans Spirit Day-Dress up and Basket winners drawn on afternoon announcement.

We will create Amazon wish lists per basket and then in mid-January have the class moms send via email to their classes the link to purchase items for the baskets. There will also be an option to send money in via backpacks or purchase Amazon gift card (online). Chairs will then purchase larger items or fill in with cash and gift card donations. By creating the wish lists and sending via email we are hoping to make it “easy to donate” hopefully increasing participation.

Goal-per basket we would like to collect \$300-\$400 in value (which is about 30-40% participation at an average amount of \$10)

Basket Themes-

Kindergarten-Arts and Crafts

1st Grade - Beach

2nd Grade - Lego

3rd Grade - Outdoor Fun

4th Grade - Family Game Night

3. Online Auction-

Auction items will include:

- Donated Items and Services
- Teacher Experiences (previously raffles on event night)
- Option to include a "Paddle Raise" on event night for Classroom/Teacher Supplies

Procurement of items has been organized into a google docs spreadsheet. We are currently packaging lists of 10-15 business by location and 20 copies of our procurement letter. Each packet will be distributed to our volunteers prior to the holiday break, with a request to distribute and collect donations beginning Jan.3, we are requesting that all letters be distributed no later than January 13th. We will ask each volunteer to update the google doc with the locations they visited as well as an additional, we will ask that they personally follow up with their assigned businesses. We currently have approximately 10 people committed to this, however would love any additional volunteers. We are also currently submitting corporate donation requests including American Girl and Walt Disney World among others.

Tracy called for a vote regarding purchasing the ClickBid Mobile Bidding App. She stated that Jessica Littleton and Maura Harley previously voted "YES" since they were not able to attend the meeting. The board approved the purchasing of the bidding app.

Vice President of Cultural Arts

Nicole Scherer

Discussion

Nicole Scherer presented the Cultural Arts Report

Author Visits – Jerry Pinkney visited in November. Ms. Lucy did a great job preparing the students. They asked great questions during Mr. Pinkney's presentation. Nicole is looking into having Kate Messner visit next year. Ms. Messner writes the popular Ranger in Time stories. Mrs. Cohle mentioned that during the last Teacher In-Service Day Ms. Lucy attended a presentation by Judy Schachner, the author of Skippy John Jones which was fabulous. Nicole has heard the same thing but unfortunately Ms. Schachner is no longer touring.

Franklin Institute – The 1st Grade Weather show went great. The presenter did a wonderful job. Nicole is going to see if we can have them assigned for future presentations.

Upcoming Events:

Mother Goose – Kindergarten

Betsy Ross – 4th Grade

Chinese New Year – This has been restructured due to the new food policies and will include: Master Chang paper cutter, a shadow puppeteer, a parent demonstrating Chinese calligraphy and Mrs. Carreon will be bringing in some Chinese masks.

DELTA Assembly – Almanac Dance Theater Circus is scheduled to do a DELTA performance on Friday, March 24, 2017. They speak through dance and show that you can be more powerful together than separate. Nicole would like to invite them to Hillside for our students on February 27, 2017. Money had been allocated for DELTA assemblies in the current budget so there are plenty of funds to cover the cost of the event.

Theme Week – Nicole has a lot of volunteers to help with Theme Week, but is still in need of a Chairperson. Theme Week is scheduled for May 8-12. Nicole would like to schedule an event for Friday, May 12th with Painting with a Twist. She will confirm the date with Beata. This will not be a "drop-off" event. Parents will need to stay with their children. We can accommodate 100 attendees.

Open Positions – Nicole will remain as Vice President of Cultural Arts for the 2017-2018 school year, but would like someone to "shadow" her starting next fall to make sure they are part of the contract negotiations and signing process.

Treasurer

Maura Harley

Discussion

Tracy Johnson presented the Treasurer's Report

Maura will forward the updated Budget Report. Taxes have been filed.

Open Positions - Both the Treasurer and Assistant Treasurer positions will be open next year.

PTO Tax Exempt Status – Previously Maura thought our status was in jeopardy, however she just needed to pay a fine for a late payment. Our status is intact.

Vice President of Fundraising

Kate Kilgarriff

Discussion	Kate Kilgarriff presented the Fundraising Report.
Open Positions – Fundraising will have the following open positions next year: Box Tops, Spirit Wear, Directory.	
Directory – Kate is still searching for a co-chair. New Eagle Elementary School uses a form that must be submitted by mid-September. If families don't submit their form by the due date, they are not included in the directory. Tracy Johnson thought that they must have a "full-fledged" version of Word Press which helps with their process. We have a simpler version. Jeanne Braun said that Conestoga High School pulls all the directory data right from the District, however, this is probably because they use Schoology and the Elementary Schools do not currently use that tool. Some possible enhancements include an online form (Tracy will research) and sending out data in April to returning families to get a jump start on corrections.	
Barnes & Noble Book Fair is being held today, December 14, 2016. Mrs. Nagle will do a reading at 6:00 PM and the 4 th Grade Chorus will perform at 7:00 PM.	
APEX Fun Run – The APEX Fun Run brought in more money than anticipated. Everyone did a great job fundraising. Major concerns included: the safety of the students at the beginning of the race, the coaches doing their daily activities in the classroom which would excite the students and make it hard to resume school work and the focus on prizes (even though APEX distributed them in the hallway it was hard to go unnoticed since some prizes were rather large). Tracy Johnson will be talking to Beaumont to see how their Fun Run went since they used another vendor.	

Vice President of Social Functions

Jessica Littleton

Discussion	Jessica Littleton presented the Social Functions Report.
Nothing to Report	

Vice President of Membership & Services

Laura Mills

Discussion	Laura Mills presented the Membership & Services Report.
Open Positions – Laura is still waiting for some of her current chairs to respond.	
Sunshine Committee – Larissa Leon will no longer be a Hillside parent after this year so a new Chair for the Sunshine Committee will be needed. Laura encouraged everyone to continue spreading the word about the Sunshine Committee so everyone who is eligible is recognized.	
Sharing Photos – A lot of photos are submitted for the yearbook each year, but there is only a limited amount that are able to be included. Laura thought it might be a nice memento for the "graduating" students to have a copy of all the photos. Laura will work with Carolyn Noll on this.	

Committee Report – Community and Volunteer Services

Discussion	<p>Jeanne Braun, the District Coordinator of Community and Volunteer Services attended the meeting to give us an overview and update of her position. Jeanne works with all the PTO Presidents across all the schools in the district and holds monthly meeting for the Presidents to compare PTO activities and events and to learn from each other. Jeanne also works with ARCH (Area Residents Caring and Helping) to reduce drug and alcohol use across the district. The focus for this year is to develop programs for the younger students such as Kids and Technology which will focus on guidelines for parents and various apps to monitor a child's online usage.</p> <p>Dr. Ken Ginsberg gave a presentation last week on "Building Resilience". His main point was to "stop talking and just LISTEN" to our children. There is a link to his presentation on the ARCH website (www.archcares.org). There were technical difficulties at the TE presentation so the video is from a different venue, however the content is the same as the TE talk. Another interesting point Dr. Ginsberg made was to "think about the traits you want your kids to have at 35". Kids are "wired" to do risky things in adolescence, don't "freak out" but talk it out instead.</p>
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Committee Report – Community and Volunteer Services

Discussion	Tracy Johnson reported that the Communications Group continues to be on top of everything. It's been nice to have a new team review everything with "fresh eyes" and make improvements as needed. The Highlight email will continue to go out every other week. Jenna and Krasi have been alternating responsibilities for the email distribution and this has really helped to avoid burnout. Tracy suggested we look at other positions to see if any would be good candidates for this type of rotation.
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New Business

Discussion	Social Event for Open Positions – Tracy thought it might be a nice idea to host a social event to publicize the open positions and encourage parents to come to learn more about the PTO. Nicole Scherer has agreed to host the event which will be held in January. A "teaser" will be included in the last Highlights email of 2016. Tracy will also include more details in her President's Newsletter.
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Adjournment

Tracy Johnson

Discussion	The meeting was adjourned at 10:40 am.
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