

November PTO Meeting Minutes

Nov 2, 2022

6:30 Meeting called to order, introductions. Attending: Kristin Braun, Meghan Buchta, Kim Hagan, Sarah Boehman, Tiffany Estabrook, Katie Spond, Melissa Hall, Beth Phillips, Nicole Lampert, Brock Moeller, Megan Messmer, Austin Hopf, April Trayweek, Kent Taylor, Ryan Erny.

Officer and Committee Reports:

1. Treasurer Kim Hagan - recent expenses include spell bowl, field trips, an arts program for k-2, a coffee maker for the teachers' lounge, \$300 in gift cards for Paragon expenses. Paragon fundraiser went well. Still collecting money from students, deadline is Friday. Upcoming expenses include \$150 for Santa visit. Possible small expenses for K roundup. So far we broke even on water bottle and pencil sales.
2. Raise Right - Tiffany Estabrook - Have \$12500 in the account. Need to decide on how to distribute or transfer a portion of the funds (keep \$5000 in there at all times). Also still looking for ways to advertise and promote this ongoing fundraiser. Many parents are not aware of what it is and how it works.
3. Marketing -
4. Teacher Appreciation, Update from Traci Catt - The parent teacher conference meals seemed to be a huge success and the teachers were grateful for both nights of food. A huge thank you to all the parents who helped donate their time and food.
 - a. It was suggested by a teacher that we could possibly stagger the food items to allow for more food to be available later in the evening for teachers who have early conferences.
 - b. Mr. Taylor and Mr. Erny along with the custodians took care of the clean up. Might want to consider having a "tear down" volunteer to come in at 6:30 PM to help with clean up. A few items were left and put in the PTO closet.
5. Fundraising - Kristin Braun reported that the water bottle and pencil sale was a success. We have about 200 water bottles left to sell and pencils are also still available. Will try to do another push in the spring.
 - a. Might also consider a table at K roundup for selling items.
 - b. Online apparel sale is closed. Total sales = about \$3,000. Unsure when items will arrive and how they will be packaged. Kristin wants to look into another company for apparel sales. Woods printing Topcat printing were mentioned.

Upcoming Events and Topics

1. Paragon - our contract is up for renewal. Kim mentioned that Paragon is a really easy & lucrative fundraiser. We've had a good experience with their rep and customer service. We can opt for the total service package again which has worked well for us in the past. There is no deadline to sign so we will discuss and vote at the next meeting in Jan.
2. Online Donation - Kristin reported that she has secured an account with Givebutter which is an online donation platform that can be used for the Wildcat Walk, Giving Tuesday and various other campaigns. The platform is free as long as the tip button is enabled. There is a credit card processing fee but has the option for the donor to cover that cost.

3. Giving Tuesday - Erica Crouse is working on a campaign via Givebuttr. She has started framing and Kristin will share the page before going live. Still time to make suggestions on how to steer that campaign and what we want to do with those funds.
4. Endowment Letter - Nicole Lampert provided a draft letter that outlines the Leader in Me program and our efforts to fund our endowment to keep that program running. She has ~100 prospects who will receive the letter (former staff, administration, alumni, etc.). This will be the first appeal letter to ever go out. Once we gain momentum we can open it wider to include local businesses and other families. Our endowment currently has \$30,000 in it. The endowment funds are to be used mainly for the Leader in Me program. It was also suggested that we can bring in the prospects and host a tour of the school or a special program to show them more about the program.
5. Wildcat Walk - The wellness committee is meeting tomorrow. Kamasia asked the PTO to run the fundraising side of things, be in charge of the money raised, incentives/prizes, etc. The Wellness committee will coordinate the actual walking event, schedule, activities for the day. They are working on a corporate letter.
 - a. It was noted that corporate funds were a bit difficult to obtain since the event was so late in the year and many businesses had used up their budgets. Suggestions included sending out a save the date and they could submit their sponsorships now and then get another invitation to join us in May for the event. Marketing will work with the wellness committee on this. Date is set for May 18, 2023.
6. Teacher Appreciation/Holidays - Teachers will receive \$50 to purchase a classroom gift or craft. Santa will visit the school on December 15th.
7. School Supplies - Crystal will meet with teachers before spring break to assess needs for next school year. She will organize and place the orders. Meghan Buchta has offered to help.
8. Kindergarten Roundup - Ryan suggested PTO putting up a table at roundup to promote our group. Ideas to sell or give away pencils, stickers, etc. to get kids excited about kindergarten. Maybe a photo backdrop or fun, quick activity to spruce up the event and make it more of a memorable experience for families.

Principal Update

1. Rocket Math has been going well. Continue to support your kids at home with rocket math and reading for 15 minutes. Goal is to promote stamina in these areas that were lost during the pandemic.
2. Opening up music programs to family again. Dates are set for each grade level. 2 performances per grade will be held to accommodate the number of parents. Mr. Taylor asked about our thoughts on hiring a police or resource officer to be present at these events (specifically the evening events). Safety has never been a concern in the past but wants to make sure that JES is doing everything possible to keep families safe. The group discussed and all agreed that it would be a good idea to have extra safety precautions in place.
3. I-Read will now start in 2nd grade. If students pass then they do not need to take it again in 3rd grade.
4. Playground and new building addition projects are wrapping up. Grassy area/soccer field are being extended to allow for more recess space.

Open Discussion

1. Teachers of E-sports club, Girls Who Code and Wildcat Workshops voiced their concerns with PTO pulling their funding towards after school snacks and misc. items for their clubs. They explained their clubs, how they were formed, how they operate and the need for additional resources. The PTO budget fluctuates and their mission is to encompass all students, and these clubs are for specific grades. The PTO also cut out several small fundraisers so budget for extracurriculars is a concern.
 - a. Some ideas were thrown around such as starting an online donation campaign specifically for these clubs, obtaining grants, a volunteer club fee, etc. Kristin asked for more information on their specific needs and the PTO will discuss ways to accommodate them.