

PTO meeting minutes

September 6, 2011

In attendance: Sarah Chiccarello; Carrie Tunkey, Enrichment; Jennifer Minor, Principal; Linda Gallie; Whitney Crutchley, VP Community Business Partnerships; Traci Giliberto; Lisa Danielson; Lori Kaatz; Amanda Valentine, Co-Chair Bookfair; Deanna Labella; Jackie Kostas; Suzy Collins, School Treasurer; Eileen Dunigan, Webmaster; Heather Fuentes, Co-Chair Bookfair and Volunteer Coordinator; Stephanie Cunningham, Hospitality Committee Chair; Chelly Maniuszko, VP Communications; Joe Muth, PTO Treasurer; Sheryl Thomas, VP In-School Fundraising; Sandy Meris, Co-VP School Spirit and Events; Karen Odden, President; Tracy Caruso, Secretary

Welcome and Remarks: Karen Odden

Karen: August went well with all events: Bingo Night, Boohoo breakfast, Back to School. Thank you.

Magazine subscriptions - Heather could get some through Scholastic Dollars; the remainder we paid for. Here is the list: AZ Studies Weekly grade 4, Studies Weekly and Science Weekly for grade 2, National Geographic for K and 5, Scholastic News for grade 3 (through Scholastic \$, Heather Fuentes), Scholastic Art Magazine for Kathleen Arola (Scholastic \$) and Weekly Reader grades 4-6 for Meenu Kakkar (Scholastic \$)

Remarks: Jennifer Minor

Jennifer Minor – Thank you for the work done for Back to School. I'm so excited for the turn out. The staff thought it went smoothly. Training went well, also. The new teachers are settled in. Thank you to Holly Busch. Holly attended the Google and Make Your Day training. Enrollment is at 710 this year. It was up around 740 when school started but 30 didn't show up but new students came in. 61% is open enrollment currently. Friday is leadership training where the focus will be math (L-J terms are in the classrooms right now).

Teacher Representatives: Deanna Labella and Sarah Chiccarello

Sarah: Thanks for everything. It's been a smooth start so far. The t-shirts and the calendar look great.

Labella – The National Geographic magazine is great and Bingo was a great event.

Approve PTO Minutes: Tracy Caruso

Motion to approve; all in favor, no nays

Updates

Joe Muth, PTO Treasurer

Joe: We have about 53,000, which is a little behind last year. Secret Garden and Voluntary Donations are a little behind. Voluntary donations are about \$3,000 below last year. We are up on Enrichment this year, though.

Parent: We sent checks for both kids but our check for our fourth graders hasn't cleared yet.

Joe: Yes, I'm about a week behind on deposits and hopefully it will clear today.

Teachers don't check and track voluntary donations. The grade fund is tracked, but not the voluntary donations.

Suzy Collins, School Treasurer

Suzy: We have 3 deposits (kindergarten, 3rd grade and music). The money is in the safe but Candy won't give because there is no counter. We still need to white slip 2nd and 4th grade in there but Suzy can't take because it's not signed off on. When it is ready, she will make deposit. Chelly will try and make deposit.

Magic school bus – Do we need to clarify who clears it? It usually comes through Principal Minor. Leave it in her box.

Stephanie Cunningham, Hospitality

Stephanie – Back to School breakfast and orientation night dinner was good. Dinner was pizza and salad. The room parent meeting is on the 15th of September. Upcoming adding half day lunches, conference dinner is also in the works. 9:15 room parent meeting next Thursday. Grade level lunches; start with 1st on the 27th of September. Where are you getting lunch from?

Karen: Surveyed who would be interested. Some said no but the majority was yes.

Stephanie: I reserved conference room.

Whitney Crutchley, Community Business Partnerships

Whitney: Delivered the calendar to community business partners and they loved it. Peter Piper Pizza donated pizza, Kuman donated donuts. We added two new more members. Seventeen partners currently. We need to make sure we do things with them throughout the year. They can participate in Friday folders and EBlast. What are your thoughts?

Minor: We should do EBlast instead of paper in Friday folders. The paper over consumes over academics. We shouldn't send too much but maybe some periodic throughout the year. Overall idea of who they are and what they service.

Labella: At Grayhawk, it was on EBlast and there was a link to it.

Linda agrees but however in the past EBlast doesn't get read. Possibly thinks there are no inroads to go completely green.

Chelly disagrees because people have printed things out from the EBlast. Horizon recently got a community partnership email with a bunch of ads. EBlast is currently a 'book' and Horizon's is no longer than two pages. It's easy to read and only two pages. Maybe a flyer showcasing all the partners.

Parent: Regarding the EBlast, people can access it from their cell phones which is great. Sometimes flyers just get thrown out.

Any flyer you get put them all in the website. Each month feature a different partner. Make it easier for Chelly for a 'Click for Link' for the EBlast.

Eileen: 125 flyers have been printed off the site from the EBlast. The statistics are for flyers printed not just page views. We have great statistics on the site to monitor such things.

Whitney: Missing opportunity at the carnival? I have a proposal on a night time parent only auction where the parents get to know each other and raise more money. We made \$4,500 on gift baskets and live auction last year. Other schools have been more successful in the past. SCA made \$65,000. We should continue to have raffles at the carnival. Maybe keep it small for the first year to see how it goes. Maybe have it at a local restaurant. Maybe parents have restaurants. Possibly \$100 per couple to attend the auction. 50% could go back to the PTO and the other 50% will go to do food. There should be a cash bar. Maybe have a teaser at the carnival of 8-10 items that will be available at the parent only auction. What can we do?

Sara: Legality?

Chelly: Even the daddy daughter dance we had, the district said no dances but they have been grandfathered in for this year.

Whitney: Principal for a day, families putting together parties. 15,000 estimated. Grayhawk school had about 39 parents at the Grayhawk golf club, auctioned school baskets, parking, principal for a day, etc. They didn't like the live auction, but they did raise \$30,000. This year they are doing voluntary donations only. Would you be interested?

Joe: It should go towards something, like iPads. Is there a budget on this?

Whitney: No, there is no budget yet. I'm just talking with friends about it. If it is at a restaurant providing all, we just need to do theme and trinkets. No idea on the budget right now.

Joe: I think it's great but definitely attach it to something.

Chelly: 5 years ago, we did a silent auction in the cafeteria for a money maker while the kids were outside at the carnival. \$16,000 was raised at the auction where there were lots of items but nothing as big as Kurt Warner package from last year. If we accept credit cards, factor in a 10% fee. We stopped doing this because we couldn't find someone to continue doing it. It is a lot of time involved. Voluntary donations is just a piece of paper, but running a parent only auction is lots of work.

Whitney: Push back for gift cards

Chelly - We made \$150 on baskets and it only costs \$1 for the raffle with no minimum bid.

Sandy – Let's focus on the auction. Committee should get better tickets, getaways, airline tickets, etc. Vicky does baskets and its smaller scale. If there is a committee, they can get free stuff for bigger ticket items - airline, hotel, getaways, etc.

Kurt Warner went for about \$2,000 last year.

We should give it a chance especially evening thing - parent only.

Joe, Sandy and Whitney will decide to co chair.

Joe: We should still attach it to something

Someone went to a black tie event at west world - was a blast, brought in band, silent auction live auction, internet auction.

Karen - Julia's school (Phoenix Country Day School, private) does auction every other year and it makes more special. They are at least cocktail casual if not black tie. Brave and gutsy of you to take it on but we should go for it. If anything, learn about community and see how it goes and work from it.

Minor - Talking with Don H, it was a great event. It's an opportunity for parents without the kids to spend time together. We have to be careful with raffling with kids. Kids can't purchase, they can't hold tickets or the money.

Votes for moving forward on parent only auction? Labella motion, Sheryl seconded, all in favor aye.

Chelly Maniuszko, Communications

The Eblast is not sent yet, but hoping to send soon. Please send all info to Gmail account so it doesn't get lost. It's taking too much time to go through multiple email accounts.

I'm hoping to print the directory today and send to Crissy to approve. Printing for distribution will hopefully begin next week

Harkins movie cups to sell on movie night - Advertisements, 30% profit and t-shirts we can sell 25% profit. It's a presold selection of 300 cups and only need to sell 20 t-shirts. You can start using them on November 17 and they are good until the end of 2012. Projected \$1,100 profit. We will sell them on movie night, which is Thursday, October 27 and not Friday as it says in the calendar. Let's do it then. We need to do Eblast on date correction for the movie night.

Sandy Meris, School Spirit and Events

Movie night is Thursday, October 27. Shari Haley is working with her. She's a friend of Jackie Shore's (who did Carnival a couple years back). Approve for planning and choice of movie? The options are Hoodwinked, Rango, Soul Surfer, Glee 3D in 2D, Kung Fu Panda 2, Judy Moody, Mr. Popper's Penguins. We should do something for younger and older kids. The price for the movie is between \$300-400, school is \$450, and Sheryl is \$150. Sylvan wants to pay for something, maybe incorporate into commercial. Holly Busch can preorder pizza. People thought they could buy pizza at event last year but it was only preorder. Let's preorder but also sell food that night. Hot dog, popcorn, Tasti D Lite, Dunkin Donuts, kettle korn? Amy says that we have popcorn machine at school? Not sure where it is, but that could be an option. Holly does have a food handling card so we could do that.

Movie choice – Mr. Popper's Penguins. It's a great choice for the range in ages.

Chelly: Last year we didn't have lights at end so maybe we could do something.

Lewandowski family could maybe sell for good deal for lights.

Lorilynn Kaatz, UPC

Group of parents will meet at the district with Dr Lee and members. The meeting is September 21 with Director of Technology. It's at 9am. The election is on November 8. Two items on the election – bond and capital override. A fact sheet and website is available for viewing.

Sheryl Thomas & Linda Gallie, Fundraising & Fry's/Fresh & Easy

Sheryl: Voluntary donation with a breakdown by class. Maybe we should target classes for voluntary donation to those who haven't. 146 families have donated. We should approach again by the end of October/November since it's a federal tax donation. Chelly says we were about 117-120 last year at this time. We are doing pretty well on numbers so far.

Sheryl: We've had about 124 signups for EScripts right now. The URL on the handout was incorrect. We need to edit and send again.

Sheryl: School Cents – Currently in 7th place with about 84,900 points. Desert Cove is number 1, so far. Facebook and receipts in envelopes help out with School Cents.

Whitney: Take the receipts to Guest Services.

Linda: I talked with a lady at Guest Services. We can also collect receipts as we do Fresh n Easy.

Sheryl: Yes, we can collect in envelopes and we can even return to those families that want their receipts back. We can also make banners for School Cents.

Sheryl: We promoted Amazon for a month so far. 10 orders made \$40. We should definitely push for the end of year holiday shopping. Anyone can use the link to help out the school.

Linda: Fresh n Easy starts on September 15. Any receipt above \$20 will count until December. We will receive a check in April or May. The shopping night is still good and we are hoping to do it the week before Thanksgiving. We will get 5% back. List of volunteers will come shortly for those who want to sign up.

Carrie Tunkey, Enrichment

Carrie: Scholarship for Enrichment – I feel like no one knows about this. I have the same families signing up whether or not they need it or not. We offer free enrichment for child per semester for any staffer/teacher in one class per semester. Nurse Brosnan may be a good resource for who may want scholarship. Enrichment has been slow for signups.

Chelly: Activities may be just extra and it's tough times for most families.

Carrie: Maybe a separate sheet for next semester showcasing the scholarship?

Karen: Could we use pay percentage?

The consensus was probably not, but probably use a separate sheet to get the word out for next semester.

Carrie Tunkey will add a form for scholarships, separate from the registration form, and ask what amount families think they could pay (similar to Magic Yellow Schoolbus form).

Heather Fuentes, Volunteering & Bookfair (with Amanda Valentine)

Heather and Amanda have partnered together to help with Arrowhead. Book programs – Donate a dollar and we will apply. Scholastic matches donation and donates to charity. Purchasing books for Arrowhead, too? Yes.

Book fair – Starter meeting has occurred. Workshop is next week and we will get into planning for the fall.

I've got lists together for volunteer – email and hardy copy. Chelly only has 3 volunteers for marquee.

Eileen Dunigan, Web

I've reused the website. We have about 35 hits a day with about 150 hits per day before school. There is also archived data on the site from last year, too.

New Business

Grant Request: Common Core State Standards Training, Jennifer Minor

Jennifer: The request is to send five teachers to common core state standards training at charter, AZ teacher alliance. AIMS will change to common core standards. It's proactive on getting the staff training so we can implement. Kindergarten is already using it this year. Some are already going. The chosen 3-6 grade teachers have been chosen. It's inexpensive. \$200 per teacher and the substitute is \$100 per day. $\$300 \text{ per person} \times 5 \text{ teachers} = \$1,500$. Minor and Franks will go, as well. Few will go and discuss over a luncheon with other teachers. We've asked Natalie Wilcox to come with us. The request is asking \$1,500 to send the teachers.

Chelly: In 5 years, will we become a core knowledge school?

Jennifer: No, it's common core training, national core standards. 2014 common core standards will replace AIMS.

Joe: Which teachers?

Jennifer: Megan Bird, Courtney Schopfer, Melissa Martin, Sharon Karpen, and Crissy Malouf were the teachers who are going to be attending in getting training and teaching the others.

Motion approved.

Joe: Where should the money come from? From training/workshops line? There's only 1,000 there.

Karen: Motion to increase workshop to 1,500 (increasing it by 500)?

Sheryl: Seconded

All in favor – ay

Other Items

Karen: I have two new grant requests. I will copy and forward them to you and we will have an evote. It needs to be done prior to the next PTO meeting.

On Monday, September 12, we will be organizing the PTO room.

Amanda: Helping out other students for Christmas. Nurse Brosnan knows a lot about the students. While she won't divulge names or family information, she will share age group/gender if we should want to help a student in need in regards to the holiday season this December.