



PTA Exec Board Meeting MINUTES September 11, 2017 6:00 PM - at Lower School

Introductions and Roles

- Executive Board and Standing and New Committees

Budget

- Review and Re-approve FY17 PTA budget
 - Additional money for Block Room \$2000
 - Bank account balance \$67K
 - Kids in the Game - 39k (over 3x checks)
 - \$500 from "Admin Other" for blocks?
 - Add 1k to budget for blocks. So total would be 3K total. - APPROVED
- Expenditure Request - Aplos Financial Software (\$480)
 - Owen bid to move Apalos cloud based software - APPROVED
 - Aplos - user friendly.
 - Software is for non profit organizations
 - We will not need accountant
- Expenditure Request - \$400 additional postage
 - \$400 to postage for school - APPROVED - Postage for next year - \$800
 - More kids (840)
 - Next year possibly email the welcome packet to returning parents.
 - Mail welcome packet only to new families
 - Will bring to the PTA General meeting

Bylaws

- Rose - by laws were changed per the new guidelines given by the Chancellor.
- Bringing to the PTA General meeting
- PTA general meeting to 3rd Thursday of month
- Exec 1st Monday of month. Exec time changed meeting to 6:30
- By laws are in the drive

Upcoming events:

- **9/14 General Membership - Member-at-Large election**
 - Get word out to possible candidates.
 - 1-3 candidates
 - Possibly give parents time. Hold vote in Oct.
 - Expectation that they will help
- **9/24 Welcome Potluck**
 - Sunday 24th 12-2pm
 - Anyone in town please help
- **9/27 Curriculum Night**
 - Pre-k - 2nd grade 4:30 - 5:30
 - 3-5th grade 6-7pm
- **9/29 Movie Night**
 - Yom Kippur eve
 - Decided to continue with the movie
- **9/30 - 10/1 Book Sale Sort & Book Sale**
 - Rose - need help and books
- **10/6 Family Friday**
 - Coffee & Donuts
 - Tonya at LS, Karen at upper
 - Stephanie & Jenny to attend and chat?? Will ask
 - Karen costco run for snacks
- **10/14 Fall Fest**
 - 10K goal
 - Alley
 - Fest will be at upper school.
 - Mapping out the area
 - Pre selling tickets
 - Brooklyn game lab will be present
 - Art committee will have an art box.
 - Targeting realtors
 - Costume resale - approved

- Tonya to help
- Buy less apples

Discussion Topics:

- **Open Positions - Recruitment (Talent Show Chair; Grant Writing Chair)**
 - Talk to people
 - Try project based - smaller committee
- **Communication protocols**
 - Flyers one month before
 - End of month send to Rose or Lisa one week before end of the month
- **Annual Appeal - Letter & Envelope**
 - Last year we asked for \$50, this year we are asking for \$150
 - PTA spends about \$170 per kid
 - Will use a pie chart to show parents where the money goes to
- **Trust for Public Land partnership**
 - Need one million and we have 600K
 - Lower school play yard summer 2019
- **New TShirts - Need someone to chair ordering & sales**
 - Old shirts sell at pta meeting and fall fest
- **Fairway Community Partners Cards - Distribution**
 - Distributing soon
- **School crossing guard**
 - OP east - guard is not permanent
 - Working with community affairs
- **SLT (Rose)**
 - Equal # of admin, teachers and parents
 - Deal with bigger questions
 - Evaluate the school
 - Parents can be a guest
 - SLT updates at general pta meeting
- **If time permits: Social Media Usage/Strategy (Tonya)**
 - Make a video?
 - Photo release forms to promote activities
 - Photographer to have the form with him/her to give to parent to sign

- Sign at the door?
 - Verbal contract
 - On flyers, banners have a disclaimer
 - Add Instagram? Photo release, hashtag?
 - Legal issues?
- PTA general meeting - a flyer with what the committees are doing.
 - Rose will follow up/take care of this
 - Eleanor and Sally - Holiday Toy Drive team
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- 9/13/17 email vote - approved
 - final budget for 2017-18 and an updated Budget Summary.
 - approval via email to present this version of the budget to the general membership tomorrow for their approval.

Changes since you last reviewed the budget:

1. Cyclones. Adjusted expenses and income (both higher) to reflect actuals from 2016-17
2. Blocks. Included \$1,000 for Jenny's block request
3. Families in Need. Moved the \$1,000 families-in-need item from income to expense (that just looked like an error to me)
4. Fall Fest. Increased fall fest income from \$7,500 to \$9,000
5. T-shirts. Reviewed the last tshirt order and increased the expenses to match the need for a new shirt order, and increased the income to match what I think we should target for profits. I'm winging it a bit on this one so please, let me know if you have prior experience / feedback about orders & sales projections.
6. Stage. No change, *but note that I have not received a response from Michael, the MS principal, about their contribution to our stage expense (in exchange for use of the stage).*
7. Tax Prep fees. There is a small fee to self file the 990ez (about \$38). I used \$50 for our budget purposes.
8. Yearbook. Increased yearbook expenses and income to match last year's final totals.