



DRAFT VERSION

PTA Board of Directors Meeting Minutes

August 14, 2019

8:15 am

- I. Call-to-Order--President Emily Fink called the meeting to order at 8:18 AM
 - a. Welcome from the president
 - b. Reminder to join PTA and sign in
- II. 8:20 Minutes of March 29, 2019 Minutes
 - a. Review of the minutes
 - i. Copies of the minutes are on the back table
 - ii. Copies have also been available on the website
 - b. President asked for corrections.
 - i. No corrections.
 - c. **Approval of the minutes**
 - i. **Emily Fink seeks a motion to approve Any corrections**
 - 1. **Heidi Muller motions**
 - 2. **Motion seconded**
 - ii. **Vote of the membership is unanimous**
 - iii. **Minutes approved**
- III. 8:23 Welcoming Remarks from President
- IV. 8:25 Why are we here? Emily Fink spoke to the mission of the PTA- Equipping parents and teachers to educate and love our children. We have an opportunity to impact kids in a positive way. Not every parent has the time to commit. Thanks to those here who do.
- V. 8:28 Team Time
 - a. Emily Fink introduced the Executive Committee
 - i. President Emily Fink
 - ii. VP Communication Jana Kovac
 - iii. VP Enrichment Katherine Collins
 - iv. VP Operations Kerry Weinheimer
 - v. VP SWAG Joanna Kobylivker
 - vi. VP Fundraising Sally Carroll
 - vii. Secretary Matt Fox
 - viii. Treasurer Susan Mapen
 - ix. Parliamentarian Amy Hartman
 - x. MES Principal Audrey Sofianos



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- b. 8:30 Emily Fink asked that we rearrange ourselves to sit with our teams and invited the teams to take ten to fifteen minutes to meet and introduce each other
- c. 8:45 Emily Fink reconvened the meeting and invited the area VPs to discuss their most exciting initiative for the year
 - i. 8:46 Jana Kovac—VP Communications
 - 1. Asks the membership to encourage new parents to join and to register for campus portal/directory
 - 2. Jana wants to evolve social media at MES
 - a. One of our PTA goals is to encourage collaboration and engagement between parents and educators. Technology can enhance this goal
 - b. We are in a season of change for MES and APS as schools are renovated and moved.
 - c. Communication can make change seamless and comfortable.
 - d. Jana is proposing to go from 8 Facebook pages to 3
 - i. The purpose of individual pages is to enhance immunization in grades, but leads to silos
 - ii. The three that would remain would be public, private and 5th is the goal
 - 1. In the last year approximately 80% of the Facebook posts were from the PTA/communications chair
 - 2. Not the level of conversation and engagement we desire
 - e. The new pages will still include announcements, but will be the eyes and ears of parents who can't be here.
 - i. PTA will monitor/moderate. Tony Moore, Stephanie Stillman and Jana will handle.
 - ii. We will also be asking for influencers to set the tone.
 - iii. The goal is to enhance knowledge transfer between existing parents and newer parents.
 - f. Question—how many total pages?
 - i. 3—public MES page, private all grades page, 5th grade. still considering a rising K page for a portion of the year.
 - ii. Potentially a rising kindergarten page—new parents have a lot of questions.
 - 1. The advantage in combining them is that it reinforces that we are “one school”.



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2. Consideration given to keeping a rising K page January-Sept and then merging with the main page
- g. Discussion—some parents like grade specific pages.
 - i. Concern was expressed that some might ignore a large page with tons of “irrelevant” info
 - ii. There could be a chilling effect on communication for questions to go to everyone
 - iii. Jana stated there is an ability to set up message boards by grade in membership toolkit for the grade specific communications.
- ii. 8:54 Sally Carroll—VP Fundraising
 1. Continuation of past initiatives
 - a. Boosterthon—Friday Sept 27
 - i. Pep rally/kick off the week before, beginning Sept 16.
 - ii. The committee is looking at fewer/ better quality prizes
 - b. Halloween Carnival
 - i. The overall goal is to make the event more accessible.
 1. PTA hopes to lower ticket prices
 2. The goal is 25-30 per wristband
 - c. Auction in the spring
 - i. Planning is just beginning
 - ii. Top priority is an affordable venue
 - d. Spirit Wear
 - i. An inventory of spirit wear was performed
 - ii. The plan is to sell what we have and relaunch the initiative with new items
 - e. Dolphin Donors
 - i. Angela Howard is in charge of dolphin donors.
 - ii. Her goal was 25 and she is already at 24.
 - iii. This is before parent patron push, which will begin around back to school.
 - iii. 9:00 Joanna Kobylivker--VP SWAG
 1. Sustainability is the theme this year with the hope is to carry it across the whole school.
 - a. Guidelines for classrooms to have “green” parties.
 - b. Composting is (hopefully) coming to the cafeteria.
 - c. Tying garden lessons to sustainability.



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- d. Reminding parents to maintain an Idle free carpool zone.
 - iv. 9:04 Kerry Weinheimer--VP Operations
 - 1. Support the school and the teachers
 - 2. Look at new volunteer portal on membership toolkit
 - a. Shows all volunteer options available
 - b. 115 volunteers as of yesterday—great response!
 - c. These will be sent to the respective chairs for follow up
 - v. 9:08 Katherine Collins—VP Enrichment
 - 1. Grants program was increased significantly.
 - a. The plan is to advertise and encourage additional applications
 - b. Open to kids, parents, teachers, etc.
 - c. Heidi muller is the grants chair.
 - d. Example—5th grade international day was conceived and planned by the students and awarded a grant of 100 per classroom
 - 2. Question—Is chess club goin away?
 - a. Yes. There was no volunteer to chaperone and lead this year. As of today, kids chess paid option is the only option. If we have a volunteer we can reconsider.
 - 3. Book Swap
 - a. Taking a year off from dedicated book swap.
 - b. Considering integrating it into earth week and/or trying to make a year long program through the medi center.
 - d. 9:11 Emily Fink —PTA reaches all areas of the school. Reach out to chairs with specific questions. Please advocate to other parents for membership, involvement and volunteering through PTA.
- VI. 9:12 Review and Approval of the Budget
- a. Budget Presentation by Susan Mapen Treasurer.
 - i. The PTA has been Conservative in our revenue estimates. the overall goal is a Balanced budget and spending what we raise.
 - ii. 2020 will be an auction year, but we have been conservative with those estimates as well.
 - 1. The 2018 auction netted \$90,000
 - 2. We are planning for a net of \$50,000 for this budget.
 - iii. The Halloween carnival may be a loss if we make it truly affordable.
 - iv. Specific line items were highlighted-



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1. Grants increased to \$10,000. We want to encourage innovation and want to spend this money
 2. Speakers increased to \$7500. Speakers will replace parent u in large part.
 - a. Parent U was poorly attended.
 - b. Looking for speakers with a bigger name to encourage community involvement/attendance.
 3. Field day budget increased in order to increase the number and variety of activities.
 4. Media center budget was increased. Mr. Rawls makes a huge impact. PTA wants to support him. He has a wishlist of new books.
 5. Teacher supplies was increased. Support is a huge retention tool for MES.
 6. Computers/technology/combined into 21st century innovation with a \$9500 budget. The technology/robotics purchased here will be available to classes, specials, GATE, etc.
- b. 9:19 Budget Discussion
- i. Comment-the k annex needed playground equipment. PTA gave 10k to supplement APS funds. Do we anticipate those needs at Inman?
 1. Yes--We have \$125,000 in cash reserves for issues at Inman or upon the return here to the new school. PTA goal is to operate at net this year and keep that reserve in tact.
 - ii. Comment-why do specials get separate money instead of going through the grant process? Shouldn't tech innovation seek a grant?
 1. Tech innovation will be shared among all classes.
 2. It also takes about a year to get through the grant process.
 - iii. Emily Fink speaks on the subject of reserves.
 1. We have more that \$125,000, but \$50,000 is already allocated.
 2. We will discuss allocation/earmarking for that money for future uses at the general PTA meeting.
 3. We expect a great year but want to invest in the school NOW.
 - iv. Comment—Free Halloween is a great idea. This should be a community/low cost event. Make the money at auction instead of off the kids fun.
 1. Emily Fink confirms that Exec Committee is ok taking a loss at Halloween and potentially at the variety show. Inclusivity is our goal.
 - v. Comment—Consider redirecting some of this support to Inman and Grady as they don't have the same level of support and funding.



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- c. 9:25 Budget Approval
 - i. one change related to 21st century's innovation
 - ii. **Emily Fink seeks a motion to approve**
 - 1. **Jenny Richmond made motion to approve**
 - 2. **Motion seconded**
 - iii. **Vote of the membership is unanimous**
 - iv. **Budget approved**
- VII. 9:27 Emily Fink wraps up the meeting
 - a. Thanks to the Executive team for their work
 - i. look at the amazing job exec has one cleaning the PTA closets out.
 - 1. Supplies for all PTA members and the spirit wear is there.
 - 2. Stationery, office supplies, etc. check the closet before you buy anything! Use it so we don't have to take it to Inman!
 - ii. Key is in Audrey Sofianos' office.
 - b. Introduces Jen Denbo Digital dolphin editor.
 - c. January 15 and April 15 are the next general meeting dates.
 - i. Board will meet just before the April meeting.
 - ii. Board social also coming.
- VIII. Adjourned at 9:30



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PTA Board of Directors First Meeting

August 14, 2019

8:15-9:30 am

PTA President	5 min	Welcome and Remarks
PTA President	10 min	Why Are We Here? Connecting to the Mission of the PTA
PTA VPs	10 min	Team Time
PTA President/VPs	15 min	Initiatives for 2019-2020
PTA President/Treasurer	20 min	Presentation of 2019-2020 PTA Budget
Group Discussion	15 min	Budget Discussion and Adoption
Adjournment		

PTA Board of Directors Meeting

August 14, 2019

8:15 - 9:30 AM



Don't forget to join the PTA!

<https://squareup.com/store/morningside-elementary-school-pta>



PTA Board of Directors Meeting Agenda August 14, 2019



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Why Are We Here?

Connecting with the Mission of the PTA

The overall purpose of PTA is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

Team Time



2019 / 2020

PTA Executive Committee & Board of Directors

Executive Committee

Board of Directors

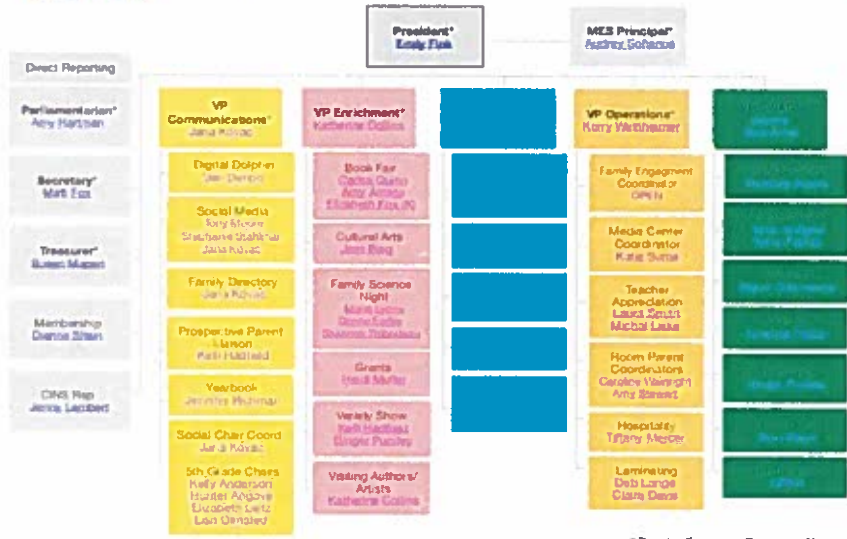
Communications

Enrichment

Fundraising

Operations

SWAG



* Represents Participation Committee Members

2019-2020 PTA Budget Presentation



Morningside Elementary School PTA

BUDGET OVERVIEW: SCHOOL YEAR 2019/2020 - FY20 P&L

July 2019 - June 2020

	TOTAL
Income	
3000 Fundraiser Income	
3001 Auction	100,000.00
3002 Halloween Carnival	13,000.00
3003 Dolphin Donors	25,000.00
3004 Spirit Wear	7,000.00
3007 Boosterthon	160,000.00
Total 3000 Fundraiser Income	305,000.00
3500 Other Revenue	
3501 Book Fair	28,000.00
3502 Variety Show	10,500.00
3503 SWAG	80.00
3506 Amazon Rewards	10.00
3507 Interest Revenue	400.00
3509 PTA Dues	5,000.00
Total 3500 Other Revenue	43,990.00
Total Income	\$348,990.00

Cost of Goods Sold	
4000 Fundraising Expenses	
4001 Auction/Casino Expenses	50,000.00
4002 Halloween Carnival Expenses	23,000.00
4004 Fundraising Expenses - Other	3,000.00
4005 Spirit Wear Expenses	6,000.00
4006 Boosterthon Expenses	63,100.00
Total 4000 Fundraising Expense	145,100.00
Total Cost of Goods Sold	\$145,100.00
GROSS PROFIT	\$203,890.00

2019-2020 Budget--continued



Expenses			
4100 Enrichment Expenses			
4101 Book Fair	28,600.00		
4103 Cultural Arts	7,500.00		
4104 Family Science Night	3,500.00		
4105 Grants	10,000.00		
4106 Visiting Artists	3,500.00		
4107 Variety Show Expenses	10,500.00		
Total 4100 Enrichment Expenses	63,800.00		
4200 Communications Expenses			
4201 Yearbook	1,500.00		
4202 DD & Membership Toolkit	950.00		
4203 Communications - Other	182.00		
4205 New Family Materials	1,000.00		
Total 4200 Communications Expenses	3,632.00		
4300 Operations Expenses			
4301 Speakers		7,500.00	
4302 Branding for Inman		3,100.00	
4303 Signage		1,500.00	
4304 Laminating		1,000.00	
4305 Teacher Appreciation		5,500.00	
4306 Transportation Buses & Carpool		4,400.00	
4307 Scholarships		3,000.00	
4308 Hospitality		400.00	
Total 4300 Operations Expenses		26,400.00	
4400 SWAG Expenses			
4401 Wellness		1,635.00	
4402 Garden Outdoor Classroom		8,730.00	
4403 Jr. SWAG		640.00	
4404 Sustainability		700.00	
4405 Field Day		2,500.00	
4406 Earth Week		350.00	
4407 Composting		5,000.00	
Total 4400 SWAG Expenses		19,555.00	

2019-2020 Budget--continued



4500 School Instructional Expenses		4600 PTA Administrative Expenses	
4501 Media Center	10,000.00	4601 Insurance Expense	875.00
4502 Teacher Supplies	10,000.00	4602 President Discretionary	5,000.00
4503 Art	2,400.00	4603 Bank Service Charges	250.00
4504 Computers & Technology	1,500.00	4604 Professional Services & Memberships	2,800.00
4505 Music	2,000.00	4605 Square Fees	9,500.00
4506 PE	2,750.00	4606 Intuit Fees (Quick Books)	2,000.00
4507 Challenge	8,000.00	4607 Supplies	500.00
4508 Facilities Improvements	3,000.00	4608 PTA Membership Fees	1,875.00
4509 K Center	3,000.00	4609 Contingency	4,000.00
4510 Principal Discretionary	7,500.00	Total 4600 PTA Administrative Expenses	28,800.00
4511 Operations Discretionary	1,000.00	Total Expenses	\$199,337.00
4512 K Center Specials	2,000.00	NET OPERATING INCOME	\$4,553.00
4513 5th Grade (Blueridge, graduation, events)	4,500.00		
4515 Spanish	200.00		
4516 SEL	1,500.00		
Total 4500 School Instructional Expenses	59,350.00		
			TOTAL
			\$4,553.00

2019-2020 PTA BUDGET

Discussion and Adoption



Before you leave today...



**Please take a look in
the PTA storage closets
in the back of the
auditorium!**



Thank you for your
participation!

Your PTA Executive Committee

