

## **PTO BOARD MEETING MINUTES**

### **Springdale Park Elementary School**

**6:30 p.m. EDT**

**Monday, October 17, 2011**

1. Welcome and old business  
In attendance: Deborah Danzig, Morna Gailor, Heather Hallett, Liam Pelot, Maria Rein, Cameron Stoeckel, Aleta Mills-Stubin, Jenna Mobley
2. Report of Principal Brown/Administration - presented by Ms. Mobley
  - Staffing: 5<sup>th</sup> Grade Transition went very well. Ms. Brown is interviewing for two EIP positions.
  - First in Math started today. STAR Math being implemented.
  - 5<sup>th</sup> Grade lockers: hope to be distributed by end of next week
  - Current enrollment: 543. K=102, 1<sup>st</sup>=112, 2<sup>nd</sup>=103, 3<sup>rd</sup>=83, 4<sup>th</sup>=79, 5<sup>th</sup>=64
  - First AR party was a success
  - October Principal Tea topic: Infinite Campus
  - Upcoming PTO evening events – there must be a SPARK staff member in attendance. Staff member must be approved by Ms. Brown. Need someone for Thurs. Oct. 27, Family Night at the Book Fair. Liam and Deborah will ask Ms. Brown if the PTO can offer staff members who stay a gift card.
  - Georgia Accrediting Commission will be visiting all APS schools later this fall.
  - One Fair is coming up in November. We will need volunteers for judges. Viewing celebration potentially Nov. 17, same night as Family Science Night which would be a nice tie in.
3. Report of Teachers/Ms. Mobley
  - Ms. Mobley has been surveying the teachers to determine needs for big ticket items. Some of the popular requests are 1) Electric Dye Cut machine: \$400. Motion for up to \$500 for school year, Seconded. Approved. 2) Butcher paper (large size) \$279 for rack, holds 4 different rolls approx. \$65 per roll. Motion for up to \$1,000 for rack and paper. Seconded. Approved. 3) Chapter book sets – Ms. Mobley has asked for more details on titles and pricing.
  - Administration is researching a leveled reading room (Rigby). This system is the best of the best, comes with all materials at all levels. Approximate cost for 1,500 books would be approximately \$56K. Currently scoping out potential locations. It would have to be a secured location as it is designed for teacher use, not student use.
  - Some interest among staff in additional technology – Kindles, Nooks, accessories for Promethean boards, more Macs, etc. Ms. Mobley will get more details.
  - Grant requests were submitted last week. Grants committee will determine funding by Friday, 10/21.

4. Presidents items
  - PTO vs. PTA – Deborah will ask the original committee who researched this for a list of the differences between the two organizations, the pros and cons of each, etc. and will report back to the board
  - “Special committee” – This committee was established to address immediate staffing needs at beginning of school year. Staffing has been resolved for this school year. Motion to dissolve the committee. Seconded. Approved.
  - Local School Council is working to determine their focus, which has to be related to academics.
5. Pending Items/Intra-Meeting Items Needing a Vote/ Discussion
  - Check Request Form (Maria) – Aleta will develop a form and send it to Heather for approval
  - Processes (Maria) – Unanimous agreement that we need a process for committee heads / members to request money and gain budget approval. We will modify the current form that Inman Middle School uses to meet our needs.
  - AR parties (Maria) – We will discuss at the November meeting when Ms. Brown is in attendance
  - Teacher Appreciation survey (Maria) – teacher survey was done at end of last year. We will refer to this for planning for this year.
  - Principals Tea (Maria) – Morna will be the Principal Tea liaison with San Francisco Coffee.
  - 9/22 e-mail motion: Ms. Cofield requests \$690.03 to renew annual subscription to STAR Reading and STAR Early Literacy. Approved via e-mail vote
  - 9/22 e-mail motion: Aleta requests to start a SPARK PTO Facebook page to list the same info as the webpage. Only administrators will have the ability to post to the page. Approved via e-mail vote
  - 9/22 e-mail motion: \$600 for lamination paper for school. Approved via e-mail
  - 9/23 e-mail motion: Funds requested for Halloween decorations for school. A specific amount was not requested/approved. We will reimburse decorating committee for money spent to date. The committee needs to develop a budget request for the rest of the year. In the future they need to submit a budget request in advance or they will not be reimbursed.
  - 9/23 e-mail motion: \$300 Visa Gift Card for Debate coach and \$300 line item in budget for debate club. Approved via e-mail.
6. Committee Updates –
  - a. Treasury
    - Need for additional financial controls and an assistant position
    - Heather will submit a request in Spark-e for an accounting assistant
    - Heather is currently working with Mary Stouffer to develop processes
    - Heather will e-mail final proposed budget for approval
    - We recommend an audit of our books after this school year

b. Fundraising

- Dine Outs: Earned \$300 from Yeah Burger Dine Out. El Taco Dine out scheduled for 10/18
- Book Fair family night – we need to find a staff member to stay
- Whole Foods 5% day – Whole Foods will send a check. We will spend a portion of our food budget at Whole Foods
- Art show - Dec 6 4-7 pm
  - Maria will reserve DHUMP parking and cafeteria access
  - We need to find a staff member to stay

c. Community Building - Student Enrichment

- Debate Club starts 10/24. Training is complete.
- Family Science Night is confirmed for 11/17. Scheduling forms (with electronic option) will go out Nov. 1

d. Fifth Grade Committee

- 10/21 - SPARKet - Halloween merchandise
- 10/27 - SPARKet at **Book Fair**
- **11/3 - “Transition In” Parent meeting at Inman**
- 11/4 - SPARKet
- 12/2 - SPARKet
- 12/6 - SPARKet and hot chocolate at **Art Show**
- 12/16 - Hat Day
- 1 / 5- 5th Grade Skate Night
- 3/16 - Basketball Challenge
- 5/18 - 5th Grade Dance

e. Communications

- New Family Packet – Aleta will work on this
- **Directory – Dori Broome**

The directory should be distributed by the first week in November. We are working to include the student handbook materials from Ms. Brown, so it is a little delayed. Ads were sold by David Rein. The total ad sales were \$3,975 in cash and \$500 in Fifth Group gift cards, which will be sold at the auction, for a total of \$4,475. SPARK gave full-page ads to Whole Foods Ponce and VHMPA to show appreciation of their earlier donations.

- **Public Relations – Hayley Lansing**

Hayley has been in correspondence with Tammy Garnes (Social Media Manager, APS - Talk UP) and Jaclyn Hirsch (VAHI Patch), did introductions and emailed them a couple articles, which were published.

Plan - to cover Family Science Night and any upcoming events SPARK may have with local businesses, for example reporting the proceeds of the Yeah Burger dine-out.

- **Room Parent Coordinator – Jill Deane**

The room parents had their one and only meeting this year, with a strong attendance. Many room parents are on track and supporting their teachers. A few others are not, and Jill is not sure why they signed up. However, Jill has to remind herself that we are all volunteers, and is grateful for any support shown to our teachers by the parent group. She maintains that this "room parent rep" program is just a suggestion, not a directive.

Most classes are currently organizing their budgets. They are keeping in mind the restrictions with regard to gift-giving limits to the teachers. Room reps are also organizing Thanksgiving and Holiday parties.

After three years in this position, Jill is retiring at the end of this school year so that she may focus her volunteer efforts next year on the Fifth Grade Committee opportunities. "Room Parent Reps" is a great program, with many templates and meeting outlines already in place and ready to be handed over to the next Coordinator. Please think about who may be a great replacement for Jill in this role for 2012-13.

- **Visual Communications (Decorating) – Amy Croushorn, Irma Seabrook, Lucy Williams**

Decorated the courtyard area for Halloween/Fall. Receipts may have been placed in the PTO mailbox for reimbursement. Need to confirm this. Asked this committee for a yearlong budget, but have not received a response.

- **Webmaster – Ida Centner**

Site Stats: August 2011 - total visits 9,881, total page views 12,465.

Sept 2011 - total visits 15,539, total page views 18,822

Teacher Websites: The pilot (Beaumont) for our teacher sub-site has been working well. Ida is working on a plan to rollout to other teachers who may want to also want to have a site.

- **Weekly Newsletter – Aleta Mills-Stubin**

The SPARK-e is sent to approximately 800 emails each week. We have a "bounce rate" (undeliverable emails) of around 1-1.5% (10-12 email addresses), due to careful management of our email database. The open rate is approximately 40% (320 email addresses). This is above the industry average and consistent with the fact that many SPARK household have 2 email addresses in the database.

A SPARK PTO Facebook page was recently created. People can "like" the page from the website or the SPARK-e. Currently, 24 people like the page. Content duplicates the website headlines. Please "share" SPARK events on your own FB pages to increase participation.

- **Yearbook – Missy Mullinax**

No update available.

8. Calendar – Upcoming Board Meeting and Date of November general meeting
  - a. General meeting is on calendar as 10/27 - Family Night of Book Fair
  - b. PTO Board meeting is scheduled for November 14 at 6:30 pm