

**PTO BOARD MEETING**  
**Springdale Park Elementary School**  
**7:00 PM EST**  
**Monday, February 25, 2013**

**In attendance:** Principal Brown, Morna Gailor, Nicole Foerschler Horn, Moshe Haspel, Jenny Lockwood (teacher rep) Maria Rein, Irma Seabrook, Mary Stouffer, Bret Williams

**Absent:** Heather Hallett, Doug Strohl

Vote: Minutes for December meeting approved, 3.5-0-2.

**Budget Update (Mary Stouffer)**

Mary gave an update on the current budget situation. Assuming that SPARK After Dark meets its goal, and assuming no additional revenues, the PTO would be \$21k in the hole, given the new round of spending approved at the last meeting. [Secretary's note: there are two remaining dine-outs, some house parties, and a "screen on the green" event scheduled, but none of these are expected to be big fundraisers. However, the \$21k includes a \$5k contingency fund, and the \$3.5k allocated for building the shed will likely go unspent given the current expansion plans, so the shortfall is really closer to \$12.5k.]

**Fun Run Proposal (Nicole Foerschler Horn)**

Nicole proposed that the PTO contract with a company called FundRunners to conduct a fundraiser. FundRunners is a competitor of Boosterthon and runs the same basic concept, with some important differences:

- They distribute the prizes through the teachers instead of calling students out in front of the class
- They are not at the school every day, and have lower pressure tactics
- They have a tiered system: the more you raise, the higher a percentage you keep.

Nicole stated that she does not take this decision lightly, since Boosterthon had elicited a number of parent complaints. However, in her opinion, the fundraising did not bring in the needed dollars. Nicole gave each Board member two minutes each to state their opinions.

Morna Gailor stated that she liked Boosterthon: it raised a lot of money, she saw many kids excited about an opportunity to help the school, and they were able to raise money from a wider circle than just parents (neighbors, grandparents, etc.)

Jenny Lockwood stated that the school has many unfunded needs, and that this seemed like a good way to get money into the classrooms.

Mary Stouffer felt that parental fatigue has set in; we see the same few parents step up every time, and this is not good for the long run. Moreover, she felt that we should not go against what was written in the initial fundraising letter. She advocated finding other fundraising sources, such as business sponsorships.

Bret Williamson objected to the claim that the Capital Campaign was a disappointment, when it came in just a few hundred dollars below the goal set by the Board. He felt that this was not in line with the fundraising principles that the Board had agreed to back in June, and that it would be a “bait and switch” for parents who gave real money to the Capital Campaign, believing that the campaign was instead of Boosterthon. This will have a negative on fundraising for future Boards.

Moshe Haspel said that this fundraiser is not in line with the school’s stated values, because the plastic junk the kids bring home runs counter to our “green” message. The percentage taken by these companies is high, given what you get in return. He would be proud to be part of a cluster-wide event that could double as a community-building event, run by the schools so all of the money stayed in the schools, held outside of school hours, and without plastic junk prizes. The Board should close this year’s shortfall by cutting unnecessary spending. Finally, a spring fun run conflicts with Ms. Prinstill’s Jump Rope for Heart fundraiser.

Maria Rein stated that the founding Board raised \$50k before the start of the school, and that she has raised almost \$200k for the school. The Boosterthon was the lowest-hassle and best fundraiser of all of the ones that she had been connected with, and it is in line with [XX name of org] guidelines.

Principal Brown stated that a few parents and teacher complained about Boosterthon, but thinks that a fun run would be fine if tweaked to address concerns, especially in relation to ESOL students and students residing in the shelter.

Irma Seabrook said that everywhere you look at the school, you can see a need that the district does not pay for. The PTO needs to respond to these needs, and we need to raise as much money as possible.

*Vote: motion to pay a \$2,000 deposit to the FundRunners, passed 3.5-3-0*

### **Business Outreach (Karri Hobson-Pape and Mark Rebeillot)**

Traditional methods of financing schools through property taxes and traditional financing are not sustainable; we need to have relationship with the business community. Other schools such as Sarah Smith have forged such relationships to great effect, and Karri Hobson-Pape and Mark Rebeillot have agreed to spearhead an initiative to reach out to local businesses. They came to the Board for approval to begin assembling a sponsorship packet and recommendations for guidelines. Among the ideas discussed were that the sponsorships should be displayed in a tasteful manner; products should not be sold through the students; and that sponsorships should be on an annual basis. The Board recommended reaching out to the PTAs/PTOs at other schools to learn about best practices and

guidelines, and that there be formal Board oversight of the outreach program, just like any other committee.

*Vote: Nicole moves to allow the business partnership initiative to kick off, with Maria as board liaison passed unanimously*

### **Upcoming elections (Nicole Foerschler Horn)**

In keeping with the bylaws, the PTO needs to have a general Meeting March 27<sup>th</sup> in order to kick off the required 15-day nominating period, if elections are to be held on time in April. Moshe will assist with using Survey Monkey for electronic ballots.

### **Extended Day (Nicole Foerschler Horn)**

David White, our cluster Executive Director, does not appear to be supportive of keeping Extended Day. The PTO will coordinate with the LSC about preparing a letter regarding keeping Extended Day.

*\*NOTE added by Nicole (Post meeting, Nicole spoke with Clare from the LSC. The LSC is working on creating a cross-cluster letter to David White. Nicole emailed the board to let them know of these plans. If the cross-cluster letter does not happen, the PTO and LSC will send a joint letter.)*

### **Registration and Staffing (Principal Brown)**

Registration is coming; we will shoot for the End of March or the first week in April. Our projected enrollment will be higher for next year, but is not expected to earn any additional positions; grade configurations should remain roughly as-is. It is crucial that parents re-enroll their children in April so that our staffing is not negatively impacted.