



VIRGINIA-HIGHLAND ELEMENTARY SCHOOL

Executive Board Meeting

General Monthly Meeting - December

Tuesday, 12.13.2023

Location: Virginia-Highland Elementary School
774 Virginia Ave NE
Atlanta, GA 30306

In Attendance:

Elizabeth Adams
Frank Brockway
Melissa Clark
Candice Harris
Guenther Huber
Lisl Huber
Michelle Karpinsky - remote
Leah Matthews
Kelley Nduom - remote
Sudie Nolan
Chae O'Keefe
Ryan Valduga - remote
Terry Harness

Absent:

Megan Graddy

Discussion:

Time	Item	Discussion Lead
4:40	Welcome/Quorum	M.Clark

4:41	Motion to approve of Meeting Minutes: 11-29-22 - passed (F.Brockway)	
	Motion to approve Agenda: 12-13-23 - passed (L.Matthews)	
4:43	Special Presentation <ul style="list-style-type: none"> • Branding School Values • Three stages <ul style="list-style-type: none"> ○ Concept/Ideas for buy-in and feedback <ul style="list-style-type: none"> ■ Maple Tree: symbolic to growth, changing color leaves as a graphic device, native to Georgia ■ Reach High for the Stars: scientific observation, hope, positivity ■ Maple Tree + Stars: Tree leaves rise into stars ■ Architectural detail: timeless, enduring ■ Virginia-Highland Bungalow: Play off neighborhood branding ○ 3 presentable designs 	B.Spangler
5:10	Principal's Report <ul style="list-style-type: none"> • Town Hall presentation preview • Student enrollment forecast • Teacher staffing update • Capital improvements 	T.Harness
5:25	PTO Structure and Formation <ul style="list-style-type: none"> • PTO votes 13 in favor, 2 abstain 	M.Clark
5:27	<u>Board Officers</u> <ul style="list-style-type: none"> • Co-Presidents: Melissa Clark / Leah Matthews • Secretary: Chae O'Keefe • Treasurer: Guenther Huber • VP Communications: Megan Graddy • VP Community: Kelley Nduom • VP DE&I: Shannon Gaggero • VP Facilities: Lisl Huber • VP Fundraising: Frank Brockway • VP Operations: Ryan Valduga • VP School Culture: Michelle Karpinsky • School Spirit Chair: Candice Harris 	M.Clark
5:35	Mission Statement <ul style="list-style-type: none"> • The Virginia-Highland Elementary PTO works to enrich the environment and culture of VHE to ensure equitable access to excellent education. 	M.Clark
5:40	Discussion of Initial Priorities	M.Clark
5:40	Incorporation, Bank Accounts, 501(c)(3), By-Laws	G.Huber

	<ul style="list-style-type: none"> • Paperwork filed, once approved will file for 501c3 in January <ul style="list-style-type: none"> ◦ Some grants expire in February • EIN - opening bank account, Wells Fargo proposed • Bylaws draft will be something standard, committees to vet further, Geunther is reviewing SPARK and MES bylaws and will share a draft for PTO board to consider • Finance/Fundraising/Communications/internal-documents - Bloomerang for consideration 	
5:50	Branding <ul style="list-style-type: none"> • School Abbreviation - deferring to a later slack vote 	M.Clark
5:55	Communications <ul style="list-style-type: none"> • Newsletter financing <ul style="list-style-type: none"> ◦ Is a newsletter part of the Bloomerang package? ◦ Funds can likely be made available through temp fiscal sponsor (SPARK PTO) ◦ Quality of newsletter impacts fundraising 	M.Clark for M.Graddy
6:05	Fundraising - Boosterthon <ul style="list-style-type: none"> • Partnered with T.Harness, date set for fall 2023. Replicating SPARK's event to reduce overhead of planning the event. • Investigate the lift of self-hosting in '24-'25 	F. Brockway R.Valduga
6:10	Fundraising - Families <ul style="list-style-type: none"> • Selling spirit accessories (t-shirts, door hangers, yard-signs / window stickers, locker magnets, etc.) • Possible Valentine's campaign • Guardrails <ul style="list-style-type: none"> ◦ All families are founding families regardless of donation amount ◦ Spirit accessories should be usable both by students living in single family and multi-family buildings ◦ Family events are community events • Potential Goals: <ul style="list-style-type: none"> ◦ 75% of all families participate in PTO ◦ \$/family donation average 	F. Brockway L.Matthews, S.Gaggero, S.Nolan-Cassima tis
6:15	Fundraising - Corporate and Community <ul style="list-style-type: none"> • Events for corporate donors may have a different feel, galas and networking. • Blockers: 501c3, accessible payment options, sponsorship benefit packages • Virginia Highland Civic Association will donate to temporary fiscal sponsor (SPARK PTO) before end of the year • "In Kind" asks (goods not money) are valuable but are targeted 	F.Brockway

6:18	Fundraising - Grants <ul style="list-style-type: none"> STEM/gardening and Media Center contributions are in the works. 	E.Adams
	Fundraising - Priorities <ul style="list-style-type: none"> General direction <ul style="list-style-type: none"> STEAM Lab Sustainable LED Hallway Lighting Music Program Equipment (instruments, music stands, sheet music) Courtyard Garden Rehabilitation Playground Refurbishment (turf installation, sunshade, benches, fencing) Adopt-a-hallway 	F. Brockway PTO
6:20	Fundraising Events - Family / Community <ul style="list-style-type: none"> Spring Festival (play on MES Fall festival) <ul style="list-style-type: none"> Flat rate tickets were a success MES has resources to help us Spring (valentines or equinox) would not interfere with MES Fall Event is open to the community 	E.Adams, S.Nolan-Cassima tis
6:30	Fundraising Events - Family / Community <ul style="list-style-type: none"> Garden party parent's night out <ul style="list-style-type: none"> Cocktail van Flower crown activity Raffles Swag Items Maple tree sapling sales 	L.Matthews
6:38	Media Center Updates <ul style="list-style-type: none"> Posted to FB 	C.Harris
6:40	Next Board Meeting Calendar Date <ul style="list-style-type: none"> Tuesdays, alternating 4:30 and 6:30 Next Meeting: Tuesday, 1/10/23 @ 6:30PM Chairs and committees meet in the interim 	M.Clark

Adjourned at: 9:00 PM
Minutes Compiled By: C.O'Keefe