



VIRGINIA-HIGHLAND ELEMENTARY SCHOOL

Executive Board Meeting

Supplemental Monthly Meeting - January

Tuesday, 01.31.2023

Location: Manuel's Tavern
602 N. Highland Ave
Atlanta, GA 30306

In Attendance:

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

Discussion:

Time	Item	Discussion Lead
6:00	Welcome/Quorum	M.Clark
6:01	Motion to approve Meeting Minutes: 01-10-23 (passed) Motion to approve Agenda: 01-31-23 (passed)	
	Close nomination of Sudie Nolan as Vice President (approved) Motion to begin succession of Judith Allen as Treasurer (approved)	

6:08	PTO culture building: feedback, trust	L.Matthews
6:18	Principal's Report <ul style="list-style-type: none"> • Budget • Security • APS vision casting • VHE exterior grounds usage fundraising opportunities <ul style="list-style-type: none"> ◦ Inter Atlanta Football Club ◦ Neighborhood dog park • Branding <ul style="list-style-type: none"> ◦ First review of logo from BrightFox ◦ PTO feedback: Maple Leaf in instead of tree; add roots. 	T.Harness
Officers and Committees: Priorities, updates, proposed events		
6:20	School Culture <ul style="list-style-type: none"> • Intention setting of VHE culture - unique and independent from SPARK and Morningside • Increasing PTO membership and volunteers • Teacher events 	M.Karpinsky
6:28	School Spirit <ul style="list-style-type: none"> • Media Center progress and achievements • Furniture - depends on APS budget • Bookfairs - in-person and virtual 	C.Harris
6:34	Operations <ul style="list-style-type: none"> • Motion to approve PikMyKid (L.Matthews, approved) • Implementation 	R.Valduga
6:46	Facilities <ul style="list-style-type: none"> • Directional signage • Volunteering 	L.Huber
6:51	Community <ul style="list-style-type: none"> • Volunteering opportunities <ul style="list-style-type: none"> ◦ Teacher move-in (coordinated with culture) ◦ Meet and greet (coordinated with culture) • Introduction of PTO to the community <ul style="list-style-type: none"> ◦ Playdate and branding • Community Events <ul style="list-style-type: none"> ◦ Planning <ul style="list-style-type: none"> ■ Park playdate ◦ Next up <ul style="list-style-type: none"> ■ Parks tour ◦ Research and Design <ul style="list-style-type: none"> ■ Block party 	K.Nduom

	<ul style="list-style-type: none"> ■ 5K - possible fundraising 	
6:57	<p>Fundraising</p> <ul style="list-style-type: none"> ● Donation of marketing signage <ul style="list-style-type: none"> ○ Purpose: School pride (T.Harness) and brand awareness ○ Location: High volume vehicular traffic areas throughout the school zone ● Fundraising campaigns <ul style="list-style-type: none"> ○ Planning <ul style="list-style-type: none"> ■ Families - direct mail ■ Families - major gifts ○ Next up <ul style="list-style-type: none"> ■ Small Business ○ Research and Design <ul style="list-style-type: none"> ■ Corporate/Enterprise Business 	F.Brockway/ E.Adams
7:20	<p>Communications</p> <ul style="list-style-type: none"> ● Social media achievements: Twitter, Facebook, Instagram ● Marketing/Design/Concept - Maple tree ● Introduction of PTO to the community ● Newsletters - General, PTO, Educators/Staff, Volunteers 	M.Graddy
7:22	<p>Diversity Equity and Inclusion - sunset</p> <ul style="list-style-type: none"> ● Rolling into all committees ● VHE will be the most racially integrated school in the cluster, APS, and possibly all of GA. ● Suggestion to pause the committee for one year as the PTO ramps up in other areas 	S.Gaggero
8:32	<p>Secretary</p> <ul style="list-style-type: none"> ● Access and password management options 	C.O'Keefe
7:38	<p>Treasurer</p> <ul style="list-style-type: none"> ● Bylaws ● Conflict of interest policy ● Insurance ● Account management - Little Green Light (LGL) 	G.Huber
7:47	<p>Presidents</p> <ul style="list-style-type: none"> ● Next meeting date ● Family fundraising campaign - personal network 	M.Clark/ L.Matthews

Adjourned at: 7:54 PM
Minutes Compiled By: C.O'Keefe