

MINUTES OCTOBER 20, 2010 PTO-EB MEETING

This meeting of the 2010-2011 Colfax A.L.A. PTO Executive Board was held at 8:00 pm at the house of Jenny Ganger. Jenny talked with several Board members on the phone in advance. Present were:

President Jenny Ganger
VP Communications Camille Harris
VP Special Events Sukanya Srinivasan
Treasurer Shannon Ewing
Co-Secretaries Margie Minkler and Sharon Manley

1. Fundraising and budget. (Shannon)

- **Fundraising updates.**
 - *Isadore Foods* fundraising is handled by Lee Winston. Camille will call her to include a refresher in the newsletter.
 - *Entertainment Book* money will be turned in to Shannon next week. Sales will be done by Friday and there is no total yet.
 - *Boxtops* are being collected by Diane. Funds from boxtops help maintain the playground. There is a continuing boxtop contest for the kids. Shannon will keep track of the collection per child with Sharon's help.
 - The *Plant Sale* will be held again this year. Evelyn would like a web site where individuals may order and purchase the plants. Our tech people are working on this.
 - *Casbah Restaurant* has in the past donated a dinner event to particular causes. We may consider asking them to do this for us if we have a specific cause and can figure out a way to limit attendance- maybe a high cost per dinner ticket plus first come first serve.
 - Should we pursue *Coke Rewards*? Points are marked on the product, the consumer must go on line to record them, and then the points are given to the designated school. Shannon will prepare a flier about Coke Rewards to be distributed to the students.
 - A *Bake Sale* will be held Tuesday, November 2. Sharon is in charge. She found some packaged food options but will not purchase them unless needed. She will send out a request for baked goods in the newsletter and also by flier to be sent home next Tuesday. All baked goods should be delivered to their location by 7 am. Tom Juring may be helping Sharon run the fundraiser and will also bring brownies.
- **Budget update.** (Shannon) Our program budget is showing \$27,000 plus expenses. Our bank balance is \$15,000. So we are \$12,000 short in the

bank account as of now for the year. Our money market account for the playground has \$18,000; \$10,000 of that is needed and we save the extra \$8,000 for playground items.

- **Overall fundraising goals.** Jenny would like to publicize the availability of money and encourage teachers and groups to request it. Their requests could drive fundraising. EB members are interested in an equitable distribution of funds to the student body. As of now, each child receives \$5 for a field trip. Should this be increased? Could we provide more money over-all? Many requests cause fund-raising fatigue, so our plan is to leave the fundraising requests for P4P, but set a very high goal for that event. Think of everyone we know for P4P donations.
2. Cheerleading request. (Jenny) Ms. Malvin has requested money for cheerleading uniforms (for cheering at the basketball games.) Most of the kids participating are underprivileged, so should we support them in this way? The school pays for sports team uniforms but not cheerleading uniforms. Why not? Should we support them based on inequity? The cheerleaders are trying to raise their own money. Twelve hundred dollars has been raised so far. Should we give them up to \$300? A suggested was made to require a deposit from each participant.
 3. Pressley Ridge request (via Sandi Bails). (Jenny) Pressley Ridge requested to talk at the general PTO meeting to promote foster parenting. The EB agreed that this would be fine.
 4. Events. (Nora & Sukanya) The Talent Show is being prepared. More non song and dance acts, such as magic or comedy acts, are needed. The teacher/staff appreciation lunch will be held on Tuesday, December 21. Jenny is in charge and parents will do the cooking.
 - **Party For Play.** (Sukanya) For what are we raising the P4P money? Business donors do not necessarily want to know; their primary concern is whether their business will be helped by donating. But we need to inform prospective donors and we need to know for the budget- if funds are raised for a particular purpose they must be spent in that manner to honor the donors' intent. Last year the stated purpose was "enrichment" and we raised just as much money as the year before when "computers" were specified. Should we be more specific with something like "healthy kids" or "the arts?" The members present thought it best to stick with a general purpose of "enrichment."

The proposed P4P letter will be distributed to the EB then to prospective donors. People who have been approached for donations in the past are listed on googledocs. Sukanya will speak quickly at the PTO general meeting to get more volunteers. She also will be working to get teachers and East Hills families to come to the event. Any ideas to help with these goals in welcome.

5. Communications. Camille is seeking more information and contributions from the middle level.
6. Middle Level. (Lisa S/Jenny) The hoagie sale is complete and there will be a candy sale in the spring, both to support the middle level end of the year trip. The PTO contributes \$1500 for the middle level events. A middle level dance will be held next weekend and a date for ice skating will be selected for January.

Co-Secretary Margie Minkler