



## Executive Board Meeting: 07 November 2018 Meeting Agenda

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- Co-President's Report (Linnea/Adam)
  - Call to Order
  - Approve Minutes: Minutes reviewed and approved
- Katie's Principal Report
- Treasurer's Report (Darrin/Mo)
  - Financial Report

New report introduced with break-out of line-item financial activity by month. Format innovation to standard budget report introduced with break-out of sources and uses for fundraising events. Suggestion to introduce additional innovation in standard budget report: variance to budget.

- VP Community Events (Anik/Whitney)
  - Costume Carnival/Rummage debrief

Suggestion to create a chapter on the event for the PTA Operations Manual that is currently being updated. Anik is in the process of developing this material and will work with Linnea and Amarah to document.

Innovation to seek volunteers separately for creative vs. operational work was successful – suggestion to maintain this practice going forward. Advanced ticket sales, as well as early set-up (e.g., opening for pizza, ticket sales) was successful – suggestion to maintain this practice going forward. Suggestion to introduce all-access bracelet next year to alleviate the burden of transacting tickets.

DJ started at 4:10pm, but was asked to start at 3:30pm – couldn't set-up sooner because he couldn't find parking to unload his equipment, suggested requesting a permit or reserving a parking spot for next year.

Expenses haven't yet been processed – so, financial results currently look more positive that they will be on a net basis. Concern raised about parents haven't to incur costs upfront and seek reimbursement – clarification that PTA is not permitted to have a credit card or petty cash account. Suggestion to seek invoices for vendors either in advance or afterward to alleviate this burden on the organizers.

Team purchased bins to organize materials in storage, as well as tools to facilitate set-up going forward.

- Rummage debrief

Successful event this past Sunday. Raised as much money as last year (despite not selling books). Introducing toy sales was successful. Suggestion to run longer through more volunteer hours and obtain more tables (were given only 12 despite having >20). Observation that custodial staff was not supportive of event. Suggestion to reschedule or shift responsibility to another committee – was difficult for Community Events team due to proximity with Costume Carnival. Suggestion to have event on recurring basis and potentially in conjunction with other schools through our new outreach initiative. Suggestion not to utilize volunteers for folding going forward in order to conserve effort. Suggestion not to have more than one large-scale PTA event per month to avoid communication and volunteer fatigue. Observation that there was some miscommunication about the event ending at 2pm, later than scheduled – which may have caused some confusion and limited participation. Clarification that unsold clothes are donated for recycling. Suggestion to make additional effort to make these clothes accessible to communities and people with need. Suggestion to pre-sort donations with dedicated bins next time to facilitate sorting next time.

- Parents Night Out

Next event will be a fun parents' night out with music, dancing, drinking and a theme (e.g., Havana night). Intention for fun event without fundraising. Suggestion to utilize local Korean restaurant for karaoke brunch on a Sunday afternoon. Additional suggestion to explore Jalopy (e.g., battle of parent bands) and Folksbie as potential venues.

- Secretary Correspondence (Barbara)

Need to update Direct Appeal Donation page with brochure text. Need to translate brochure into French.

Spots still available for Family Photo Event – encourage families to take slots remaining on Sunday.

Created Holiday Fair vendor Announcement event on Konstella, but can follow-up with event details.

Ongoing need to update PTA pages on website. Offer from Mo and Carly to post copy. Offer from Negar to write copy. Suggestion for volunteers to meet one day in the coming weeks to collaborate on the update live. Observation that last year's Direct Appeal information is still live on the Fundraising page – need to re-direct to current Donation page. Suggestion to create digital strategy for Fundraising to alleviate the need for direct reminders (e.g., banners, PTA Instagram). Cathy volunteers to contribute to Instagram initiative. Suggestion to utilize lobby screen to share images without constraints of social media permissions.

Suggestion to have pop-up coffee stand in Carroll Park at Costume Carnival next year to help waiting parents (e.g., extremely long lines at local cafes), as well as raise funds for PTA.

Suggestion to have 5<sup>th</sup> Grade do concessions for basketball games as additional fundraiser. Can be simple (e.g., bottled water, chips) and at select games. 5<sup>th</sup> Grade already 43% toward target.

- Fundraising Report (Renee)
  - Direct Appeal update (French/English Konstella)

Launched on Monday with distribution of brochure. Banners and posters have been printed and will be posted soon. Work underway today to create cloud montage in lobby to represent students' dreams. Need to work on follow-up communication.

- 24 Days of December

Work underway to approach vendors about participating. Need to create window sticker and flier. Suggestion to develop a strategy for local vendor involvement (e.g., approach with menu of options with ways to contribute).

- Holiday Fair
- Soul Cycle (Lara/Linnea)

Suggestion to rent-out class for \$850 and donate net proceeds back to PTA. If Brooklyn Heights room sells out at slightly higher rate of \$50 per class, will net ~\$2500. Other vendors (e.g., Pure Barre) may be interested in hosting similar events.

Suggestion to leverage similar affiliate marketing through digital (e.g., Konstella) sponsorships.

- Holiday merchandise proposal

Merchandise team proposed new items for Holiday Fair. \$1598 requested for variety of items (e.g., fidget spinners, pencils, stickers, mugs, hats, tote bags). Suggestion to nix fidget spinners, as well as add items like gym shorts and socks.

- VP Operations (Carly/Amarah)
  - Merch website and domains (Carly)

Created draft Konstella Sale page for review by Merchandise team. Need to determine how to proceed with digital sales (e.g., Konstella, website).

Approached owners of three relevant domains about transferring them. One agreed and requested a formal letter from Katie, still pending. Chuck renewed the domain he owns and offered to transfer at a future date, but is not responsive – suggestion for follow-up by Carolyn, who knows him personally. The third owner has not yet responded.

- PTA Operations manual (Amarah)

Clarification that Executive Board Members cannot do any business with PTA (e.g., maintain website) unless a waiver is received from the DoE.

Suggestion to purchase pre-loaded credit cards to avoid need to event organizers to front payments for services with personal credit cards.

- Afterschool Report (Carolyn P)

- Committee Reports
  - Mini/Curricular Grants (Negar/Shelley)

Curricular Grant applications are being received – heavily weighted toward 4<sup>th</sup> grade. Committee leads are unsure how to proceed. Concerns raised about first-come, first-served policy and lack of Administration participation to ensure alignment with school priorities. Suggestion to improve process going forward. Team is tracking Grants (e.g., classroom supplies, educational materials/subscriptions) so we have better transparency into how these funds are spent.

Concern raised about relatively large 4<sup>th</sup> Grade Curriculum Grant request for individual headphones which would exhaust budget. Decision to hold-off on processing until consulting with Administration.

- Arts/Culture (Cathy/Michele)

Date suggested for Int'l Food Festival: Feb 3. Suggestion to host in gym and incorporate kids' activities (e.g., bake-off).

- Clean Team – ongoing support for Steam Clean

Request for funding presented by Theresa Shepherd (attached). Seeking \$1800 for purchase of commercial-grade carpet cleaner to be used by custodial staff to clean classroom rugs during breaks. Cleaning solution to be purchased by Ryan as part of his regular operating budget. Identified need to check recognized useful life of the equipment to determine depreciation expense for P&L accounting (Mo). Vote taken and funding request approved unanimously.

- Hospitality (Jen/Linnea)