

KES PTA 2017-18

Board Meeting Minutes: 9/12/17

- I. **Call to order** Debbie Casey, Kaechele Elementary School PTA President, called to order the PTA Board Member Meeting of Kaechele Elementary School PTA at 6:31pm on September 12th, 2017, at KES.
 - II. **Accept Minutes from the previous General Membership Meeting** Angie Wetzel, KES PTA Secretary, recommended the board accept minutes from the General Membership meeting in June.
 - III. **Treasurer's Report** Jennifer Baldwin reported a PTA account balance after the audit of \$25,635.54. Since then, \$18,360.17 has been deposited to the account, checks have been written in the amount of \$915, leaving a current balance of \$43,332. The audit of the 16-17 budget went well. One gap was identified pointing to a lag time between when money is received by the PTA and when that money is deposited into the account. Jennifer reminded the board that no money can be left at the school overnight; she shared her contact information with board members so funds can be brought to her directly in a timely way.
 - IV. **Principal's Update** Mrs Patterson shared with the board that the teachers, staff, and students had enjoyed a successful first week. The theme for the 17-18 academic year is Mission Possible. This theme and the KES motto and mission were discussed with students the first week. KES has 410 students (not including preschool), including 40 students brand new to Kaechele in grades 1-5. She indicated school enrollment has hovered at 400, and the school still has lots of space, going into year five, to accommodate more growth in the student population. The Coyote Courier will be distributed weekly via teacher or grade level blogs for K-5 students; it is also posted on the website. Mrs. Patterson encouraged board members to tell five new families about the Coyote Courier to be sure all know it as a key resource for school wide and PTA information. Mrs. Patterson announced that this year the school hopes, with the help of Adam and Becky Gelrud, to make the outdoor classroom a reality. Funds for this project derive from those donations to the school in honor and memory of Mr. Kaechele. She thanked the board and parents for their support.
4. **Teacher Representative Update** Mrs. Bosse thanked the PTA, on behalf of the teachers, for the catered lunch from Moe's and also for the support funds of \$125. It is appreciated.
 5. **Chairperson/Committee Reports**
 - a. **Boxtops for Education Carolyn Brosnihan** Carolyn is scheduled to meet with Michelle. Carolyn has reviewed policies and procedures for this program and is developing new ways to incentivize participation for the 17-18 year and ways to look for pledges of box top support from outside KES. Details will be shared with families in the Coyote Courier soon.
 - b. **Clothing to Cash and Facebook Heather England** Heather reminded the board that the Clothing to Cash collection runs all year. A flyer will go home to families soon and will be communicated in the Coyote Courier. Heather is working on ways to make the KES PTA Facebook page more visible. She advised the committee that liking, commenting, and sharing posts helps. She is also working to include more pictures as that works well for visibility. Debbie Casey suggested we aim for one post every week. Heather invited board members to send content to her about programs, events, and she would be happy to post.
 - c. **Copy Room** The PTA does not currently have a chair for Copy Room. Debbie Casey is managing volunteers via nList signup. A short training is required. Heather will post to Facebook a call for copy room volunteers. They are welcome to come in anytime until 3pm.
 - d. **Corporate Donations and Matching Keri Fail** Keri Fail is working through the PTA forms to identify individuals that may work at companies that do corporate matching but the parent failed to check that box on the PTA form. She will work to contact them to garner more matched donations.

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- e. **Coyote Courier Angie Wetzel** The Coyote Courier will be sent out weekly as in the past. However, this year, families should look for this communication on the teacher blog. Angie indicated an email will be sent to board members each Monday requesting PTA News for the Courier. Content must be submitted by midnight on Wednesdays to be submitted to Mrs. Patterson by 2pm each Thursday.
- f. **Destination Imagination Tracy Robinson** Tracy could not attend. Angie Wetzel shared the information posted in the Coyote Courier: Would you like to see the DI program continue at KES this year? Would you like to manage a team? Teams will be made up of 1st/2nd graders and 3rd-5th graders if we have volunteers to manage the teams. Please contact Tracy Robinson via text or phone at 804-332-2219 to discuss this opportunity. <http://divirginia.org>
- g. **Grocery Store Rewards Soni Mirchandani** Not reported.
- h. **Hospitality Mary Robbins** Mary Robbins offered a brief overview of Hospitality responsibilities. These included: various recognition days such as bus driver appreciation, cafeteria workers, library week and admins day. Jennifer Walsh noted that a significant part of the Hospitality budget goes to gift cards for resource teachers on behalf of the school. Mary stated the hospitality committee is probably mostly associated with "Treats and Sweets" Days. After meeting with our principal it has been decided to switch gears in a healthier direction and replace these days and their frequency with providing perhaps a fall lunch, a Christmas breakfast, and a Valentines sweets. Mary indicated they just recently completed the biggest event for the year the week before our children started back to school. We hosted a training luncheon catered by Moes for the faculty and staff. Mary is working with six volunteers this year.
- i. **Library Alicia Davis** New to Kaechele and the board. No report at this time.
- j. **Original Works Booke Zehmer** Brooke Zehmer reported teachers have the materials in the classroom and the projects are on schedule. Artwork orders will be available before winter break for families who like this as a gift option. Brooke is looking for someone interested in taking over this position. This person could shadow her this year or next to learn the process before she graduates from KES.
- k. **PTA Bulletin Board Lisa Harrington** Lisa was not present. Debbie reported on her behalf that Lisa would love suggestions for content for the PTA board.
- l. **PTA Bylaws Review Angie Wetzel** Angie Wetzel shared that the Bylaws Committee met to review the current KES Bylaws. Revisions have been made to reflect changing VA PTA Bylaws requirements and KES needs. Changes will be discussed and a draft of the Bylaws proposed to the Board at the October meeting. Updated Bylaws are slated for general membership approval in February and submission to the state in spring.
- m. **Reflections Sri Murali** Sri Murali was absent. Heather Snyder indicated those involved in previous years have been emailed and plan to meet. Mrs. Patterson requested to meet with the group to share some ideas she has to tie this into the arts festival. The theme this year is Within Reach.
- n. **Room Parent Coordinator Raminta Sandhu** Ramnita reported as of 9/12, nine teachers did not have a room parent and three teachers had only one volunteer. Several PTA members volunteered to fill the gaps. Ramnita emailed a request for volunteers. Carolyn commented that new families may not have a good understanding of the expectations of a room parent. Debbie Casey shared a document she found, previously prepared by Becky Gelrud, on the responsibilities for room parents. It was

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suggested this document be shared on the website and linked to the Coyote Courier to make parents aware. The board agreed Ramnita can share selected room parents now in advance of Thursday's back to school night, even though not all teachers have a parent volunteer yet. The board discussed ways to help new parents understand expectations and become involved, including YouTube video clips.

- o. School Beautification Adam & Becky Gelrud** Adam shared that the Beautification committee did not have a line item in the budget. He requested \$100 for the front of the school to replace some bushes and add some mulch to trees. Adam Gelrud also shared about the Outdoor Classroom. Adam and Mrs Patterson met with several paver vendors and have selected one vendor. Sketches of the classroom design were shared with the committee and include a paver flooring with rows of bench seating. The location is in the corner of the front courtyard, along the brick wall of the library. Adam Gelrud emphasized the importance of softscapes for this area to provide shade and visual aesthetics. Ideas have been discussed to allow families to sponsor softscape materials. Adam continues to work with vendors to discern material and labor costs but expects to do this project for much less than full cost. Debbie will announce the classroom at Back to School Night; Adam hopes this will drum up interest from parents. He also noted that the classroom is fully accessible for all abilities.
- p. Spirit Nights Amber Keppler** Amber shared that the first spirit night will be at the Short Pump location of Chipotle on October 25; this is a change from October 24 previously announced. Chipotle hours are 2-9, and they give 50% of proceeds to KES. A spirit night for December is scheduled at Longhorn Steakhouse. For 2018, Amber is reviewing options for Boomerang Sports of Ashland Skateland. In February, we will again do the family fitness night and are researching a smoothie truck that might be available to families outside. For March, Chick-Fil-A, and Gelati Celesti after SOLs. Cava, a new restaurant reached out to partner as well. Debbie thanked Amber for all her efforts.
- q. Watch DOGS Jason Jones** No report.
- r. Yearbook** No report. The board reiterated that without a yearbook chair there will not be a yearbook this year.
- s. School Kits Jenn Bradshaw** Jenn Bradshaw shared a written report in her absence. The report indicated 182 kits were ordered this year- down from 204 the year before and 196 the year before that. Our profit is at least \$699.61. Because the delivery was late, they offered us another 20% discount. Jenn will be pursuing a further discount from there because of the number of items missing in the already late delivery. The teachers and administration were made aware and were extremely gracious and helpful in making plans to do without the supplies for the first few days or so. Again, thank you to the staff for managing that so well! I prepared a list of missing items per student and teacher and distributed this to each grade level. As of Tuesday, September 12, about three dozen community items were still missing Jennifer is working with School Kidz management to resolve the remaining issues. Jenn Bradshaw will not be available to lead School Kits next year. She suggests, if the fundraiser is continued, that the school consider a different vendor (she has other vendor options) or consider an earlier timeline that would allow a window of time in the summer for issues to be resolved.

6. New Business

- a. Annual Giving Campaign Amber Keppler ANNUAL GIVING REPORT** Total collected at 2017 Open House for Annual Giving/Membership: \$8,340 (To compare: Total collected at 2016 OH for Annual Giving/Membership: \$7,170 (\$1,170 under 2017 year's total). PayPal is down this year. As of last night, we have collected \$2,120 through PayPal. (To compare: Last year we were around \$3,000

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at this time.) In the first 6 Days of School, \$4,900 has been collected. Totals for Annual Giving/Membership as of 9-12: OH + PayPal + School Collection \$8,340 + 2,120 + 4,900 = \$15,302.41. Amber said she will wait one more week and then plan targeted marketing to families.

- b. **Membership Keri Fail** Keri Fail reported on PTA memberships to date. In total, 194 membership sign ups as of September 11. Of the 194, 102 sign ups occurred at Open House, 67 via forms post-open house, and 25 via PayPal online. A number of teachers joined as well. We need approximately 270 families joined for 100% participation. Keri extends a special thanks to Amber, Tracy, and Jennifer for working the table during open house.
- c. **Spirit Wear Nicky Hansen** Nicky shared that to date, \$4094 has been collected between open house and orders. This covers inventory. Nicky would like to host a spirit wear table at Back to School Night. Heather Snyder is available to set up the table, and Jennifer Baldwin and Debbie Casey will man during the event. Also at the table, PTA membership forms will be available. Debbie requested that at the parent name tag table, the volunteer sign up information and calendar should be available. Hospitality will also have a table at B2SN.
- d. **Budget Jennifer Baldwin** Jennifer thanked Chris O'Shea for her guidance in her new role. The 17-18 budget is similar to that revised in February 2017. Jennifer added \$50 to the Hospitality budget. She will add \$100 for School Beautification. Also, Jennifer asked how much is needed for the end of the year event. Cindy Patterson indicated \$300 is more than sufficient. Jennifer requested any adjustments ASAP as the budget will be shared at voted on at the Thursday meeting.
- e. **Fall Festival Ramnita Sandhu** Ramnita said the event planning is going well with the same plan as last year - bounce house, face paint, juggler, cake walk. She welcomes any suggestions or vendor recommendations. This year, we will not do the staff dunk tank. Mrs. Patterson is working with Ms. Dix and Ms. Strauss and the SCA to get ideas from the students to replace that activity. Jennifer Walsh requested additional face painters and the suggestion was made for henna art. Angie Wetzel will contact the Center for Creative Arts to look for youth available to face paint. It was also discussed to contact Deep Run high school art department.
- f. **Website** In Jay's absence, Debbie reported that board members should review their area of the website to look for needed updates. Any revisions or additions should be shared directly with Jay.
- g. **nList** Carolyn raised a concern that the NList teacher codes are publicly available allowing individuals to join the group and potentially gain contact information of parents. Nicky Hansen made a motion to remove the nList passwords from the PTA website for privacy concerns. Jennifer Walsh seconded the motion. No one opposed the motion. Mrs. Patterson requested clarification for the teacher blogs, and the board agreed it was okay to share the code on the teacher blog at this time.
- h. **President notes Debbie Casey** Debbie shared that information is still coming in for the student directory. The Board expressed that not all have accessed the link to register and requested the link be shared once more. KES will again host a Lego Robotics club. On October 3rd, at 6pm, the PTA will host "What you don't know about KES?" to help orient new (or uninformed) parents to KES information. This is directly before the board meeting hoping some parents will stay for the meeting that follows. Debbie indicated some parents have expressed concerns about the lack of agendas for students in grades 3-5. Mrs. Patterson shared that the agendas cost \$700 and have been paid for by the school. Agendas were not consistently used by teachers and students, so staff decided to try one year without them. If families have questions, they should contact Mrs. Patterson.

7. ADJOURNMENT

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Keri Fail motioned to close the meeting, Carolyn Brosnihan seconded. Debbie Casey adjourned the meeting at 8:15pm.

The next KES PTA Meeting will be October 3.

Minutes submitted by: _____ Angie Wetzel _____

Minutes approved by:

As submitted
 As corrected on _____
Approval date: _____