



SOUTHRIDGE PTO

PARENT-TEACHER ORGANIZATION

Southridge Parent Teacher Organization (PTO)

Southridge High School Booster Council Inc. dba Southridge PTO

Executive Meeting Minutes

Friday, August 3, 2018

A meeting of the Executive Board was held Friday, August 3, 2018 at 1:00pm at the home of Ilirija Encinas. Attendees included: Ilirija Encinas & Jen Moser – Co-Presidents, Maureen Wagner – Treasurer, Joanna Wilbur – Co-Treasurer (ad hoc), Juli Madill – VP-Marketing/Social Media, and Diane Scannell – Skymart Manager

Call to Order: 1:00pm

Volunteer Report – Kristin Wood:

- Kristin could not attend the meeting but reported via email that she would be updating Better Impact with all of the volunteer needs communicated to her.

Treasurer's Report – Joanna Wilbur

- Outstanding Disbursements – There are just a couple of checks that haven't been deposited by their respective recipients and a few students who have not yet provided the information needed to issue their scholarship checks.
- Current net income is \$17,568; some is income from Grad Night (approx. \$970); Skymart sales contributed to that profit considerably (sales were \$61,523), especially since expenses were lower this year; received more than we expected from our Write a Check campaign (net \$5854); and apparel sales were higher than expected, along with a decrease in apparel expenditures.
- PTO purchased a new Square register for Skymart; tracks inventory really well (if we put the work into setting it up right), especially good for apparel; Joanna wrote up notes on how to use the register and gave a demonstration to all present. When Diana returns from vacation in a week, she will become more familiar with the equipment.
- Apparel/Skymart startup funds is \$10,000 total, or \$5,000 each.

Skymart Report – Diane Scannell

- Some of the items Diane can get from Tools for Schools are food items that have to be baked. She is going to buy a small package of something similar to see how it works in the Otis Spunkmeyer ovens the PTO has.
- Looking into Fat Cat Bakery, which provides items to Tools for Schools, to see if there is more of a variety if she orders directly from them.



SOUTHRIDGE PTO

PARENT-TEACHER ORGANIZATION

- Will be shopping week of Aug 13 (Costco, etc.); wanted Tools for Schools delivery that same week but there's a BSD staff training scheduled that week and there will be too much foot traffic through the Fishbowl, where the delivery is usually made. Will probably have to have the deliver made the following week.
- Diane alerted to expect charges to start coming through; approximately \$3500-4000.

Apparel Report – Jen Moser

- Drawstring bags – Jen says there are 32 drawstring bags from Grad Night she is willing to donate to the PTO; figured we can sell the leftover inventory in Skymart or at events; it was agreed we would sell them for \$5 each.
- Skyhawk earrings – Jen ordered 10 to see what they're like; cost was approx. \$1.50/pair; it was agreed we would see how they sell at \$5/pair; if well received, we'll order more.
- Phone wallets – ordered just plain and only a quantity of 20 (10 black and 10 white); have to order 100 to get them with the Skyhawk logo on them; we'll see how they sell at \$3 each; if we decide to order them with the Skyhawk logo on them the price will be more.
- Showed us various types of apparel she's looking at and suggested graphic images; still getting some other samples from the printers; Jen will send a look book out to the board for approval when designs are final.
- Goal is to have new apparel for the Football Jamboree, August 24.

Marketing Report – Juli Madill

- Juli has been posting on Facebook and Instagram and gaining followers; plans to post a message on Nextdoor of where to go to get information about Southridge HS and the PTO; still figuring out Twitter.
- Appears there are three pages for "Southridge PTO" or variations thereof; need to figure out what the other pages are and get rid of those so there is only one.
- Juli says she has also been scoping out the other schools' social media sites for ideas and information.
- Juli was asked and said she would be willing to work on updating the PTO website, with Jen showing her GoDaddy editing basics.

New Business

- Write-a-Check Campaign
 - There is concern that this campaign will not be as successful this year without Preview Days. The school is encouraging payments for school-related items be made through the online payment system. The Business Office has added a button parents can click on that provides information on how to donate to the Southridge PTO, but visibility is low. You cannot click on the link to the PTO website to take you directly to the donation page. Users will have to copy and paste link into their web browser.



SOUTHRIDGE PTO

PARENT-TEACHER ORGANIZATION

- PTO needs to increase their presence at any and all events (Registration Day, Picture Days, Back-to-School Night, football games, PTO meetings and information sessions, etc.).
 - The plan is to create a billboard with highlights of what the PTO does and where the money goes; have flyers with campaign information and where to donate; have a donation collection box. Jen and Ilirija will work on creating the billboard and donation box.
 - PTO Information Sessions
 - The idea is to move speakers from the PTO meetings and create a separate night for the information/education sessions.
 - Parents are interested in the speakers, but don't usually stay for the entire business meeting. Together they make for a very long meeting, especially for board members. It's hard to get through all of the business items in a timely and effective manner.
 - At the information sessions, we can have two board members present to introduce the speaker, give a little spiel on the PTO (what we do; what we need), and (hopefully) collect donations, as well as new volunteers.
 - The consensus is that the last Wednesday of the month would be good for these sessions, with the goal of starting on October 24. (Back to School Night is the last Weds in September.)
 - Mr. Nieslanik provided a list of the topics he plans to address at his Principal Coffees every other month on the second Friday of the month at 9am, and his Principal Chats every other month on the second Thursday of the month at 6:30pm. He says we are welcome to piggy back off his topics or find related speakers.
 - Board members were asked to brainstorm on ideas/speakers and report back to president@southridgepto.com.
 - PTO Meetings/Timeline/Southridge Activities Calendar
 - The PTO meeting schedule was provided, with meetings every 2nd Wednesday of the month; doesn't appear to have any conflicts with other major events or holidays at the school.
 - Ilirija is working on updating the PTO Timeline Joanna created a couple years back that outlines the high-level activities and tasks each board member is assigned to complete and when.
 - In the meantime, a quick glance at the Activities and Football Calendars identified the need for board members to be present at various events/activities starting as early as the Football Jamboree on August 24.
 - Two to three board members are needed at the following events:
 - Every home football game to oversee the apparel tent. Diana asked if Athletics is still going to need her to supervise Concessions at the home football games. Ilirija will check with Trisha.
 - PTO sponsored information sessions to introduce speakers and promote the PTO.
 - Back to School/Curriculum Nights to man the information table.
 - Principal Coffees and Principal Chats to show our support.
- Board members were asked to look at their calendars and start thinking about what works in their schedules. Ilirija will put together a sign-up sheet.



SOUTHRIDGE PTO

PARENT-TEACHER ORGANIZATION

- First Quill Article
 - Ilirija asked for suggestions for the first Quill to be distributed 8/10
 - Board agreed that the Write-a-Check campaign should be promoted and there should be a mention of where the donations go. Maureen made a good point that as a freshman parent, scholarships don't mean much to her at this time. Focus should be on other contributions that affect all students, for instance, replacing old technology in classrooms, building improvements, supporting teachers through grants for software, equipment and events, provide curriculum enhancements, support many extracurricular activities that students participate in, and then the funding of twelve student scholarships of \$1000 each year.
- Other Business
 - Diane mentioned that the BSD Visitor WiFi is unreliable. She was given access to log in as a staff member, but still needs to use the Point of Sale app on her phone when the WiFi is slow or drops. She expressed concern out on the field during football games.
 - Jen commented that Square Online needs to be updated for Grad Night. The buttons are still for last year's event.

Adjourn: The meeting adjourned at 4:45pm.