

Altadeña PTSO Board Meeting
July 25, 2016
Helen Baker's House

Members in Attendance: Karima Bahrnes-Bell, Helen Baker, Maura Finnerty, Alison Gilmore, Monica Gellman, Jody Gibson, Maria Longley, Sarah McGrain, Karen Meinerz, Shannon Smith, Tracie Stephens

Members not present: Christie LaFrance

-Meeting called to order at 6:10 pm

-Introductions of Board/Committee Members

-June 16, 2016 Board Meeting minutes were approved.

Treasury Report-Karima

1. Current balance: \$28,844.38 (we are not sure if this includes Band Booster money, too.)

-We need to get a co-president as an authorized signer of the PTSO bank account. Karen will do this and must take a copy of the April 2016 meeting minutes, which show election results.

-Maura needs to get access to the Band Boosters bank account.

2. Budget: It appears the 2015-16 Board set the budget for this school year, but it will need to be re-approved at our first General Meeting. It also needs to be fleshed out, as it is missing several line items.

*Action Item – Karima will send the Board members a PDF of the 2016-17 budget for review. She will look for past P&L and comparisons of actual vs. budgeted.

3. Karima and Alison discussed the cash box procedure, which is as follows: Requests should be made one week in advance using the appropriate form. For this year's Meet the Teacher (MTT), because we are still developing the forms, Karen will send an email to the treasurers detailing her request for a cash box to sell spiritwear and water. This email will serve as documentation in lieu of a form.

-Discussion was held on various ways of accepting credit cards. The Board decided to use Square scanners instead of PayPal scanners.

*Action Item – Karen to get PTSO set up with Square by MTT.

4. The treasury forms from last year are lost and need to be recreated. (Shannon suggested looking on MS Office online for templates).

*Action Item – the treasurers will recreate the following forms:

- Check reimbursement
- Cash count

Communications Report – Maria and Sarah

1. Website

- The existing web content (which is currently hidden) isn't bad but we will still update it.
- Sarah is working with Sarah Woods to reformat the site, keeping it streamlined. Discussion was held on what sort of vibe we want: business-like or more warm and welcoming. We probably want the latter, as the site should help show parents all that PTSO does and that we are a resource.
- Karen has already rewritten the mission statement.
- We need photos to rotate on the homepage. Hospitality photos would be good for this.
- Holes in the website include: a tab for Band Boosters, updated FAQs, updating the Google Calendar and linking it to the website, possibly including PTSO forms (password protected), uploading meeting minutes to the News & Events tab, PayPal donation button.
- *Action Item: Sarah to send the Board a link to review the website before it re-launches and offer feedback.

2. Maria requested we add a line item to the budget for up to \$50 to be spent on license-free clip art.

*Action Item – Karima to add this to proposed budget.

3. Maria wants to market the re-launch of the website with either a “Coming Soon” or a “Road Construction” theme.

- Procedure for getting Altadeña to send communication items: Email Maria anything you want Linda Crawford to send out. Emails and texts should be already written and ready to go, including a date request.
- Discussion was held on having an Instagram page with generic images in an effort to get students involved. We could run contests to encourage participation in social media using prizes we already have (Harvest Festival wristbands, spiritwear, etc.)
- Maria will promote Fry's Cool Cash on Facebook.
- Discussion of GoogleDocs was tabled to the next meeting.

Old Business

1. Meet the Teacher/Curriculum Night
 - The Board should be at school around 3:00pm (upstairs courtyard) and be ready to go by 4:00pm.
 - 2 cashboxes are needed for spiritwear and water sales. We need someone to watch the money and inventory while we are in the classrooms. Perhaps HS senior or two can do this.
 - We're selling new and old shirts, pants, and shorts. We'll take orders for new personalized luggage and shoe tags, hoodies, and shirts. Karen will have price lists blown up to 20x30 and mounted on foam core.
 - Tracie can get 10 cases of water and begin icing it down earlier in the day after hospitality lunch.
 - We have 100 spiritwear forms and 150 volunteer forms.

2. 2016-17 Meeting Schedule
 - Mr. Martin will be joining our Board meetings.
 - We are waiting for a teacher rep, and need to really reach out to teachers and students to make them feel welcome.
 - Board Meetings set for this semester: August 22 (Maria's house), September 26 (Karima's house), October 24 (Monica's house), December 5 (Jody's house).**
 - General meetings still need approval by Mr. Martin and need to avoid hospitality dates. Proposed dates: August 16 or 17, the week of November 14, a March meeting (discuss elections) and a May meeting (elections).
 - Tracie Stephens will be a PSC rep. Maura Finnerty is tentative.

3. Spiritwear – Helen and Jody
 - We will sell during lunch the first week of school.

4. Harvest Festival – Shannon
 - The Harvest Festival is on Wednesday, November 2, 4:00-8:00pm.
 - Shannon has a few committee members and will have a kick-off meeting once school starts.
 - Shannon needs to talk to KSD lighting person.
 - Discussion was held on low-cost advertising to make Harvest Festival a true community event. We should reach out to feeder elementary schools.

- Rides and Games
 - AZ Bounce Pro is our vendor (great rates, more rides). Rides include swings, Uproar, Berry Spin Ride. Per KSD, no zip line, rock wall or bungee trampoline.
 - Soda Ring Toss is our only game.
- Other activities include karaoke, Woolaver photo booth
- Food
 - Food trucks: Panini, Queso Good, Poutine, possibly a coffee or sweet truck. Bama BBQ was recommended.
 - We will still have What's Poppin' kettle corn and Yoasis.
 - Using food trucks means we don't need to have a food handler's card.
- Silent Auction
 - We hope to double last year's profit of \$3,000.00.
 - Items already secured include passes from Jump Street trampoline, National Parks, Desert Botanical Garden items from Total Wine.
 - Parent donations are welcomed and any suggestions for baskets should be directed to Shannon.
- Entertainment
 - Short performances by choirs, orchestra and jazz band.

New Business

-The following topics were tabled to the next meeting: Updating PTSO Bylaws, including incorporating Band Booster Bylaws, Incorporating the "7 Habits" into PTSO, Back to School Drive/consolidation of fundraising efforts, Costco Night and the schedule for Family Dinner Nights.

Meeting adjourned at 8:45 pm.

Respectfully submitted,
Monica Gellman, Secretary