



Dilworth PTA Exec Minutes for April 6, 2017

Principal Report

- Mrs. Hall is at a meeting off campus. No report.

President Report

- SLT Update: forms went home to self-nominate; forms will then be created for a vote and ballot that will go home
- Important Upcoming Dates:
 - CyberSafety, 4/18
 - Spring Arts Showcase, Cinderella, and Gen PTA/Slate, 4/27
 - Beginners Day, 5/5
 - Next Exec, (2nd F) 5/12

Secretary Report

- Approved minutes from March Exec Meeting
- Lost and Found - all clothing items were donated in March after a week of tables in atrium and several reminders to students and parents
- Membership update - no new members added this month; NCPTA has implemented a new database for tracking membership called MemberHub; Secretary will give more detailed update next month

President Elect

- 2017- 2018 Exec Slate
 - PTA 2017-2018 slate will start running in the newsletter next week
 - New slate will be announced April 27
- President Elect will run committee needs in Dragon Dispatch
- President Elect will also share committee chair slate for 2017-2018 with the Exec board
Committee Chair Recruitment

Treasurer & Financial Secretary Report

- Sub categories added for 5th grade t-shirts and SPARK t-shirts
- Suggested that Tammy, Jenn, Jenn, and Stowe meet prior to June 2 budget meeting so we can have accurate budgets for 2017-2018 (discuss with committee chairs through VPs to make sure budgets are accurate)
- Discussed that next year we need to reinforce getting a check for large amounts to save us on sales tax reimbursement
- There is a discrepancy between last year and this year corporate rebates – Jenn will follow up with committee chairs from last year and this year.
- Pulsera Project was a success – we raised close to \$3900.
- We had a lengthy discussion about Staff Appreciation budget and how they are \$1700 over budget. Board fears that they will be more than \$1700 over. They are asking for a \$1700 increase which we are not approving until we have a more specific cost breakdown based on actual numbers so we do not have to adjust the budget more than once. We will ask the

committee to scale back the teacher meetings and stay within last year's budget for last year's luncheon (see more discussion under VP of Staff Support report).

- Discussed that we had a starting cash of \$121,514 and we have spent \$130,117 so we are currently spending next year's TTS money.
- Stowe said that Lara and Stowe had done a complete reconciliation with funds and we should do this each year.
- It was also decided that VP of Fundraising will email chairs of TTS who each Community Support Campaign check comes from (name of donors) so that we have an accurate list of donors not related to matching gifts.

VP of Fundraising Report

- TTS Wrap Up: nothing has changed from the update from last month. There was discussion about how next year when checks come from "Community Support Campaign" or direct deposit, VP Fundraising will note the names of the donors on the deposit slip so we can make sure parents get recognized for these donations.
- SPARK kickoff is May 10. Corporate sponsorship information has gone out and information is being printed for the kickoff.
- Corporate Sponsorships – our corporate sponsorship numbers are low this year so Jenn will follow up with Betsey and Ora to find out what has happened this year versus last year.

VP of Marketing & Communications

- Beginners Day: Event is 5/5
 - Invites mailed; blurb running in weekly emails, on FB, contacted marquee and see final bullet below re: website
 - They have ordered the t shirts and contacted Hospitality to arrange for refreshments
 - Jennifer is dropping the folder to Executive documents on Thursday for the folders to be made.
 - The sign up genius is live and we have received a fair response. We have 0 volunteers to help in the K classrooms - please spread the word
 - Tom Sykes, Tom Edsall(Midwood Tennis) and SpiritWear are all doing promo tables
 - We have submitted all our invoices and have a current invoice due to the t-shirt company for \$700.
 - Committee just received an invoice for the t-shirts for \$700 and still need to print the folders and materials. Last year printing was \$550 so would expect costs to be similar. Prospective Parents have budget of \$1,500. Spent \$767 as of 3/31. With t-shirt and folder invoices, will be over by about \$517. This committee doesn't appear to have done anything differently so it needs to be investigated why they are over budget. Wondering if possibly some Prospective Parent materials were pre-paid in a previous year since that event is so early in the Fall.
 - Website: Need to decide how to handle information on website.
- Yearbook:
 - Layout
 - Received edits from Ms. Hall, Tammy Jones and Jessica Stanfield and have made revisions accordingly.
 - Waiting on a couple final pieces (we're staging a 5th grade Service Learning photo and tracking down three 5th grade quotes).
 - Jenny and Kim are reviewing the book once more this week and it should be ready to submit on Friday.
 - Cathy is going to let them know when she's submitted the final quantity information as that has to be entered in the system first.

- Sales
 - 521 orders as of Monday. 420 from families, 76 for staff and 25 extra.
 - Deadline is 4/10
 - Tammy and Jenny reaching out to 5th grade families who have not ordered but we believe can afford to purchase this week.
 - Discounted offer of \$8 to in-reach snack friends, only received 1 order thus far.
 - On Friday will see if any more paper orders were generated and calculate what Dilworth owes Lifetouch.
 - Committee Chair Cathy Lowe noted that this job was more cumbersome than it probably needed to be due to the lack of notebook and instructions on what has been done in the past. She was particularly confused about the financial and deposit portion. Recommend passing on a notebook for this portion next year and making Sales and Layout a little more connected for the future.
- Spirit Wear:
 - The two discounted sales sold about \$500 worth of merchandise!
 - Will have a small booth for Beginners' Day on 5/5 from 8:15-10:30am. Had such a great reaction to sale, might set-up at 7:15 so students and parents can shop, too.
 - They are running really low on water bottles and lanyards. Would like to order following which they estimate should last for remainder of this year and through next year. These costs are consistent :
 - Lanyards: \$2.00/each - minimum of 100 x 4 = \$800; no set up charge
 - Water bottles: \$1.25/each - order 100 + \$50 set up charge = \$175 Total request = \$975
 - They really want to do a DragonFest t-shirt. They would order a small amount of inventory based on the sizes that sell most consistently online and then if they sell out, will offer them on the website for a short period of time. Spirit Wear asked for t-shirts which we are not going to do due to the fact that that will be very close to SPARK shirts. Board discussed the idea and thought it was not necessary.

VP of Parent and Student Support

- Earth Day Plans, week of 4/17:
 - Recycled Hat Contest
 - Hats completed by 4/17; Kids vote between 4/17 and 4/19
 - Top 6 hats (one for each grade) are modeled by that classroom's teacher on Thursday, 4/20 during lunch
 - The prizes for 1st place, 2nd place, and 3rd place hats announced on Friday, 4/21 during the news
 - Prizes: 1st place: Pizza Party, 2nd place: Freeze Pop Party, 3rd place: Extra Recess
 - There will be a Power Hour on Friday, 4/21 from 1-2
 - Laura's working on grade appropriate Earth Day activities/articles Spring Arts Showcase, 4/27
- Arts Showcase 4/27:
 - 1 piece of artwork per student K-4; 2 pieces for 5th graders
 - Each grade has one big collaborative piece
 - The committee is trying to adjust to Mrs. Spiece's style vs. Mrs. McCall's (Mrs. McCall started mounting artwork at the beginning of the year...Mrs. Spiece just started so they're in the midst of mounting still)
 - The Committee Chairs are mounting things over the break
 - They have volunteers signed up and will be hanging after Spring Break

- Wednesday flyer will go out the week we return from Spring Break
- Board discussed that next year the art room volunteer could mount art each time a class was done with something to make the process easier next year

VP Office and Staff

- Health and Safety
 - Walk to School Day 4/25 — permission slips went out yesterday in green folders, notices and signup genius in newsletter, mascot will be Harry from the Knights Baseball team
 - Future Chair, Julianna Guzic is fully aware of process, helping with walk to school at the drop off and working with current chair
 - Cyber Safety Talk 4/18, 1-2pm — notices in newsletters and invites/flyers should have gone out in yesterday's green folders for 4th and 5th grade families. (Check with Tammy did she see one in her girls folders?) A 4th and 5th grade room parent email will also go out.
 - NO STUDENT DROP OFF sign is up in the tennis court parking lot.
- Field Day 6/5-6/6:
 - Did not report but will reach out to committee again; the board discussed having a meeting with Coach Davis as well as PE Chairs to plan for the event and make clear expectations
- Staff Appreciation:
 - Requesting budget increase:
 - Staff Appreciation currently has \$236 remaining in their \$7,000 budget. They still need to fund 2-3 monthly staff meetings at \$100-\$150 a meeting, the EOY staff luncheon (last year this luncheon cost \$1,550) and they may need to purchase staff gifts not covered by the classrooms (unless the PTA is going to handle this). They believe the increase in their spending is due to funding the monthly staff meetings this year. However, their expense detail report shows that the cost of Staff Appreciation Week this year was almost double the cost of last year. Please see attached spreadsheet that breakdowns expenses comparing last year to current year.
 - Board decided to not approve this increase yet until we have actual numbers so we can just increase once. Tammy will follow up with an email asking for an accurate detailed budget for the rest of the year.
 - Board discussed giving 2017-2018 committee \$75-100 gift cards to spend for each monthly meeting to decrease people going over budget each month; also discussed making sure one of the four co-chairs is designated as the "budget keeper" to make sure we stay on track.
 - Year End Teacher Luncheon 6/12 - Waiting to hear from Exec Board; see notes for budget increase request.
- Briarwood update:
 - DES parents have been volunteering in TK and K. They are three days into our Staff Appreciation Week at Briarwood. Towne and Reece donated gifts and the staff has loved the different days of treats. The current contact at the school that our team works with is leaving so Lara will let us know who the new contact is once it is established.