

McKenzie PTA Executive Board Meeting Minutes

May 7, 2015

Attendees:

Cynthia Milne – President
Rebecca Lieber – President-elect
Brenda Werth – Secretary
Christine Peterson – Assistant Secretary
Kathy Owen, Treasurer
Sarah Fox – Treasurer-elect
Kristin Bowie – Fundraising Assistant
Rebecca Guryan – VP, Enrichment
Robyn Schaefer, Enrichment Assistant
Mary Anne O’Keefe – VP, Communications
Kim Peters – Assistant Communications
Jacquie Rayment – VP, Fundraising
Amanda Doblin – Room Parent Assistant
Wendy Witzel – VP Room Parents
Emily Spectre – Parliamentarian
Betsy Crosswhite – Webmaster
Denise Welter - Principal

I. Welcome

Cynthia Milne called the meeting to order and distributed the agenda, requesting any additions or changes, and there were none. The minutes to the April 5, 2015 Executive Board meeting were approved.

Village Wide Enrichment Branding

Nicole Jones, Chair of the Village Wide Enrichment Branding Committee, presented the recommendations of the committee. Exhibit 1 provides an outline of the goal in creating a brand for PTA/PTO enrichment. The Village Wide Proposal incorporates input from all Enrichment VPs from all 6 schools. Goals are to 1) Establish a consistent definition of enrichments across all schools; 2) Develop one brand name and logo that is synonymous with enrichment; 3) Provide recommendations on how to a) create a connection between brand name and an understanding for what enrichments is; b) build awareness that the PTA/PTOs fundraising efforts are the primary source for funding enrichment programs in the district; c) Increase parent support and participation for enrichment programs. With these goals in mind, the committee has worked this year to create a brand/logo that will help achieve this goal for the district. The two final logo ideas – “Glow” and “Starburst” (See

Exhibit 2) were distributed and Exec Board members were asked to vote on which design 1) creates an emotional connection that evokes a feeling of fun, passion, energy and inspiration; 2) Feels appropriate for a K-8 child based community; and 3) Promotes a call to action to get involved. The word chosen to brand enrichment is “Ignite” with a subtitle of “Fuel the Spirit For Learning”. There was a discussion about both designs and a vote was taken on the two designs. The “Glow” design received the most votes. There was also discussion that this new communication program would impact McKenzie differently than the other schools because McKenzie fundraises primarily through a biennial benefit while the other schools do an annual “membership” style campaign. The communications and enrichment exec board groups will work on integrating this next year. Nicole reported that the next step is for her to take the feedback to the Village Wide group.

II. President Report: Cynthia reported on the following pending matters:

Review & Vote on Indoor Recess Movie Request – a list of DVDs (Exhibit 3) to purchase for Indoor Recess was circulated. It was moved and seconded to purchase the requested DVDs. It was requested that some research be done to secure best pricing (perhaps on Amazon) and that consideration also be given to asking for donations from parents to donate DVDs in addition to those requested for purchase. The motion to recommend the approval of the purchase of DVDs up to \$220 was approved unanimously.

Update on Exec Board Committee Structure 2015-16 - See Exhibit 4 for proposed changes to the organization of Exec Board with regard to Chair Reports and Primary Duties. Cynthia explained that the committees to be removed - Indoor Recess, Parents Night Out, Garden Open House, Environmental Awareness Week and Power Up to Play Nutrition & Exercise Night – are based on lack of participation this year and consolidation. In addition, Cheetah Spirit and committees without chairs may be removed if they have no chairs.

Vote on Creating VP of Community Outreach Events Position - This Committee also identified the need for an additional Exec Board Member and recommended that an Ex Officio position for VP of Community Outreach Events (Exhibit 5) be approved and appointed by the Exec Board for 2015-16 to assess whether this organizational structure is effective. If it is determined to be effective, a vote can be taken to make it a permanent position and filled by the Nominating Board next year. It was recommended that the position be named VP of Community Building Events. A motion was made, seconded and approved.

Vote on Candidate for VP of Community Outreach Events – The Exec Board is able to appoint a PTA member to ex-officio positions. Rebecca Lieber moved that Amy Gelwix be appointed as the candidate for the position of Community Building Events VP. It was seconded and approved unanimously.

III. Officer Reports

- **Enrichment, Rebecca Guryan & Robyn Schaefer**

Fine Arts Update – Robyn, Sarah Brazee and Erin Stone met to finalize the plan for a fine arts enrichment curriculum. The plan calls for two lessons for each grade. Each lesson will start with a book about the artist, a short lesson and then a project. Fine Arts Chairs will be needed – one person will organize volunteers and one person will organize supplies. Rebecca is looking for co-chairs for the Fine Arts Committee in order for this program to take place next year.

Enrichment for Remainder of the Year – Julie Zielke is scheduled for several sessions in May; Kindergarten is bringing in an author – working with the Book Stall. Rebecca noted that at Village Wide PTO meeting, there has been discussion about what PTAs are doing for summer maintenance. Funds have been budgeted to hire someone to maintain the garden in the summer. Dr. Welter recommended that we don't give up entirely on asking groups to come in and help take care of the garden so the kids take ownership of the gardens, both during the summer and during the year. Dr. Welter and Rebecca are working on developing an enrichment survey to be distributed by Survey Monkey on May 20th and will be due back on May 27th.

Volunteer Brunch, May 27th – Rebecca and Betsy will work to find a way to invite the entire PTA through a link from the Monitor on our website on our home page. It is a thank you brunch for all PTA volunteers, so we want to make sure that everyone who volunteered their time receives the invitation.

- **President-elect, Rebecca Lieber**

Chair Recruitment 2015-16 – distributed list of open positions; looking for Benefit, Fine Arts, Environmental Awareness, Jr. Great Books, Garden Co-Chair, Monitor Co-Chair, Yearbook Co-Chair. If program chairs are not found, they will be put on hold. Program Calendar 2015-16 – met with Dr. Welter to review and finalize calendar and will begin working with Alana to incorporate into district calendar.

Exec Board Luncheon, June 4 - this years and next years Exec Boards luncheon will be at Mary Anne O'Keefe's home; evite will be going out soon.

Last Day Popsicles is scheduled for June 12, the last day of school.

A to Z Directory and Store Front 2015-16 – need to let them know what we want in the Store Front (options for payment of print copy, Birthday Books, PTA membership, other donations) by July 1.

- **Treasurer, Kathy Owen** – distributed April Financial Report (Exhibit 6). Receipts included Birthday Books, Cheetah Spirit, Fun Run, and small amount for Charging for Cheetahs and final receipts for Variety Show. Disbursements included Birthday Books, Enrichment, Staff Reimbursement and Variety Show T-shirts. Staff Reimbursement deadline was April 30th - \$10,200 was budgeted; \$8, 700 was spent.

Dr. Welter thanked PTA for this generous allocation and noted how helpful it is to the teachers to be able to get reimbursed for classroom materials. Audit is scheduled for Friday, June 26th. Heidi Bucklew is chairing the Audit Committee and will oversee the process which includes Heidi Bucklew (Audit Committee Chair), Sarah Fox (Assistant Treasurer), Robyn Schaefer (Assistant Enrichment VP), Christi Harrison (President-elect 2015-16), Bonnie Baumeyer and Elizabeth Jensen (Assistant Treasurer 2015-16). Kathy reminded Exec Board to get all receipt reimbursements in by June 5th (with exception of 4th grade farewell).

- **Treasurer-elect, Sarah Fox** – Thanked all Exec Board members for coming to the special EB meeting for budget approval; 2015-16 Budget is posted on website as scheduled (See Exhibit 7); only question raised has been for additional \$s for the play on both the income and expense side to include plans for props and costumes. Dr. Welter recommended that we think on whether or not Girls On the Run should be run through the budget. Budget will be voted on at May meeting – need a quorum (15) to vote. Fourth Grade Farewell Plans are going well.
- **Communications, Mary Anne O’Keefe/Kim Peters** – last Monitor will be June 5th. Last Cheetah Chat will go out on June 8th.
- **Room Parents, Wendy Witzel** – Room Parent Teacher/Staff Collection Process Update. Room parents contacted classrooms with a parapro to explain they will be allocating a small percentage of classroom gifts collected at the end of the year to the parapro. Information will be posted on PTA website. Teacher Appreciation Week has been going well – lots of food and “gifts” being delivered this week. The Staff Appreciation Luncheon is being held at Dena Malikowski’s house. This year, Dena is also coordinating food donations with the Sharing Committee for the Carmen Buckner Teachers to be delivered to Waukegan on Friday. Bike Safety for 2nd grade was postponed due to weather; working on rescheduling in next few days; Bike to Highcrest for 4th graders went well on May 6th – more than 70 kids participated. Safety Video – in progress; Dr. Welter recommended Oshana for the video; Julie Garry produced an i-movie on Composting Program and has lined him up for the Water Glasses to be shown in the classrooms.
- **Fundraising, Jacquie Rayment**
Fun Run – Colin W is coordinating teacher volunteers. Jen Campolito will communicate with him to insert teachers into Signup Genius to fill slots. To date, 32 runners have registered. Jen Campolito has been in communication with Carmen Buckner to invite them to participate.
Variety Show – Next year’s Director/Producer team was announced at the DVD Party - Director will be Michael Clark and Producer is Rob Kunzler.

Meeting was adjourned at 11:20 a.m. Next meeting will be held on May 7th.

