

PTA Meeting 10/5/12

Attendance: Connie, Dr. Gehrans, Lisa, Amy (non-voting until elected), Kathy, Jennifer, Anson, Cheryl, Sarah, Kelly, Kimberlee, Diana (non-voting)

1) General Business

- a. Board Minutes – Secretary of the Board, minutes from 2011-2012 not currently available
- b. PTA Binders are needed by – Amy, Sarah, Kathy, Connie
- c. Welcome Amy to the board as Secretary contingent on vote at the General PTA meeting on October 18th
- d. Need to post all minutes on the PTA website from last year and this year. Sarah will investigate last year's minutes and Amy will work on getting these posted to the PTA website.
- e. Financial Report: Lisa Blau
 - i. Handouts for Final 2011 Financial Year Treasurer's Report and Current (10/5/2012) 2012 Financial Year Treasurer's Report including "Doing Business Day."
 - ii. Membership up \$500 from last year,
 - iii. Field day includes pre-purchased shirts
 - iv. Parents Night Out is a line item in the budget replacing the Fall Festival, the money spent was for bracelets and crafts
 - v. Lawton Rocks shirts: need to get list of people that ordered the shirts on "Doing Business Day," technically this income is part of auction but put in school shirts
 - vi. Lawton Rocks shirt decision: advertise the Lawton Rocks shirts in kid mail
 - vii. After school enrichment: approximately 95% of families signed up for fall programs only. Noted that scholarship request for fall close to as much as entire 2011- 2012 school year. Scholarship funds spent last year were \$1600. Diana recommends we approve those we have and then approve additional funds as needed in the spring.
 - viii. Back to School Bash: no budget, \$150 for balloon artist, tattoo expense \$150, charges for food did not cover all cost and the PTA covered all the teachers in attendance. Food cost \$1490 and approximately 298 people paid, expenses for Fall 2011 approximately \$1500
 - ix. Music fund rollover part of Elaine's budget for risers in 2011
 - x. Islandwood money collected money by mistake at "Doing Business Day" should be paid directly to the school in the future.
 - xi. \$550 collected from book drive to support Islandwood
 - xii. Bank fees charges not posted from "Doing Business Day"
 - xiii. \$25 ahead for curriculum night
 - xiv. Rope works \$350

- xv. Popsicle expense was over budget leaving approximately \$200 for directories expense, which is not enough to cover the expense.
- f. Direct Drive Budget: Connie Olson
Separate direct drive budget \$500 and the PTA has spent \$605. The banner cost more than expected. The initial amount collected for the Direct Drive was \$2425 and during the first full week \$10,070 was collected. The total amount of the Direct Drive as of 10/7/12 was \$12,495. Kimball Mullins collecting the cards and entering the information in the database. Lisa Blau collects the checks for deposit. Five percent increments will be added on the window near stairs.
 - i. It is noted that the direct drive means all money will be deposited directly to the PTA in comparison to previous fundraisers that only provided the PTA with 40 -45 cents per one dollar spent. This statistic should be included in the newsletter and run as a standalone. Also noted that the lead class is the kindergarten and this information should be shared with the Lawton families. Anson suggested the information be sent out each week. Connie suggested the next communication should be sent mid-week. Kimberlee suggested we use room parents as a way to communicate it noting that the subject should state "Important Communication" and to remind room parents to remove the forwarding email chain. Neil volunteered to include this information in his message to Lawton families on 10/15. The reader board should note to "return pledge cards or keep pledge cards rolling in." Connie printed more pledge cards and they are outside the school office.
 - ii. Kimberlee wanted to communicate to Lawton families that other family members (grandparents etc.) can donate to Lawton PTA via direct drive, during move-a-thon, or PayPal link from the website as all funds are sent to the general PTA fund
 - iii. Sarah Terry – 101 family, 61 individual, 17 Lawton Elementary Staff Members joined the PTA (only 6 of these have children in the school). We have approximately 340 families in Lawton Elementary, and about 149 of them have joined the PTA.
 - iv. Suggestion by Diana: create an annual report that breaks down where PTA membership money goes in a quick and easy format. Kelly noted feedback from families that believe if they join that they must commit time to the PTA. Cheryl Parks noted Lawton families need to be reminded that the fees should be given each year, Kathy noted the PTA education document should be "short and sweet." Dr. Gehrans noted his previous school focused on the strength of PTA and included a goal of 100% Commitment. We should up our number each

year. Connie noted the political portion of the PTA should not be the focus. Sarah noted we should note the percent of membership at other schools. Michelle commented we should include a compelling story like after school enrichment scholarship. Diana stated we should communicate to General Membership regarding what the PTA provides. Diana suggested we should group all of the items above in our direct drive documentation for next year. Sarah to investigate if there are any policy restrictions. Kelly suggested the PTA utilize the word “subscribing” to the PTA instead of joining. Kathy likes join instead of subscription. Cheryl Parks mentioned the PTA should point out what a PTA membership means. Connie stated the importance of having a voice if you are a part of the PTA membership when it comes to voting on after school activities etc.

v. Mid-Point Communication Review:

1. What does the money mean?
2. Every year you need to give?
3. I joined at my other school?
4. Is the value the voice?

g. Directory: Dr. Gehrans noted only 2 families want to be left out of the Lawton Elementary Directory. Connie noted some errors and wanted to confirm one line item per family. Sarah will create the directory

2) September Event Report Out/June

- a. 8/30 – Doing Business Day
- b. 9/5-11 – 1st Week of School (Teacher Potluck, Parent Tea, Teacher Coffees, Orientation)
- c. 9/14 – Back to School Bash
- d. 9/21 – Parents Night Out K-2
- e. 9/27 – Curriculum Night
- f. 10/1 – Direct Drive Launch
- g. 10/5 – Parents Night Out 3-5
- h. 10/8 – 10/11 – Islandwood
- i. 10/26 – Fall Festival Cancelled
- j. 10/31 - End of Direct Drive

3) 2012/2013 Updates

- a. Committee and Event Chairs – Kathy Johnson, Kimberlee Ely
 - i. Kathy indicated committee members are structured under organizational committees. The committees have representing need chairs and some are still needed for: “Doing Business Day 2013”, Fall Festival (cancelled, goal to staff for 2013), Visiting Author Coordinator (Spring), Math Night (January 31st), Carrie Wheeler needs co-chair for Science. Kathy to confirm with Sarah Terry on green forms, from “Doing Business Day.” Kimberlee & Kathy to email the openings to Sarah and Diana to

assist in helping fill these openings. Art Docent: Great entry point for new members

- b. Communications – Jennifer Blue, Rebecca Dawson, Christine McHugh
 - i. Rebecca Dawson – Resigned
 - ii. Christine McHugh – Unable to attend board meetings
 - iii. Jennifer Blue – Lead communication (mainly website)
 - 1. Should we share more items with room parents
 - 2. Need definition of what should be communicated to room parents vs. what should not be sent to room parents.
 - 3. Newsletter & Webmaster have direct email links on the website. The PTA website should include sitemap. Dr. Gehrans believes we have defined what belongs on the PTA and what belongs on the school website previously and will communicate this information.
 - 4. Dr. Gehrans noted School Fusion preferred site for Seattle schools (lawtones.school.org), BLT archive belongs on the school page, Dr. Gehrans to meet with Michelle
 - 5. Connie suggested we have a link to the reader board person on the website
 - 6. Michelle to communicate reader board priorities
 - 7. Anson noted that communication should own the communication portion of Facebook and send messages via Facebook. Currently, there are 10-15 administrators for Facebook and should be consolidated.
 - c. Committee Chair Report Out
 - i. Fundraising/Direct Drive – Kelly Fulks
 - ii. Advocacy, Volunteers and Membership – Sarah Terry
 - 1. BLT meeting times changed to 7:45am twice a month, and there are fewer parent representatives. The BLT is currently working on the Lawton CSIP (Continuous School Improvement Plan), i.e. goal setting for this year based on performance set metrics (reading, writing, math, PE, Visual/Performing Arts)
 - 2. Lawton Elementary is currently #18 in the state top school academically based on MSP scores for reading/math. Schooldigger indicated Lawton rated equally with Hay, #3 or #4 in Seattle Public Schools.
 - iii. Arts and Enrichment - Elizabeth Hester
 - iv. Community Building – Kathy Johnson, Kimberlee
 - d. Roles and Responsibilities – Clarification
- 4) Other Topics
- a. Storage, PTA Room, Staff Lounge
 - i. Cleared out a room in the office for PTA room for Art Docent supplies, 2 filing cabinets. The PTA has allocated storage in

grey filing cabinet in Teacher Lounge. The PTA should further discuss taking care of these areas including a storage unit, renting cake plates instead of purchasing. It was decided action to be taken today. Sarah stated we need a map of where items go and strategy.

1. Dr. Gehrans noted the Staff Lounge's main purpose is for eating/break room and will need to be reconfigured as a kitchen area.
 - a. Diana suggested the PTA donate or purchase plastic bins, store items by event, build high shelf to store some items in PTA room
 - b. Organization of these areas will occur on 10/14 12-5pm. Policy of records/cancelled checks etc. will need to be available and the PTA board empowers attendees to make decisions on 10/14.
- ii. Upcoming General PTA Meeting (Election of Officers) 10/18 6:30pm
 1. Speaker For General PTA Meeting: suggestion Julie Maxham and Tracy Pozil speak regarding the Art Docent. Also, they should highlight how the direct drive will fund the Art Docent program in the future.
 2. Election of Amy for Secretary of the PTA
 3. Include a drop box for the Direct Drive and clarification regarding direct drive payment installments to include 2012 and 2013 based on payment dates.
 4. Question regarding, "if we do not raise enough money via direct drive what will happen to programs?" Confirmation that we will proceed with direct drive only per discussion last year and programs are in jeopardy if we fall short. There will be no auction in 2013. There is no chair for the Spring Gala and it is not a fundraiser. There is \$25,000 in the budget for Spring Gala. The PTA has a thermometer communicating the goal of \$100,000 as a tree. It was suggested we place a widget on the PTA. Michelle indicated we have a limitation on the website for widgets. The \$10,000 library fund is contingent on raising direct drive funds. Lisa noted the last few years we have been rolling over \$80,000, direct drive will give us a feel for how much money is coming in and if we need to utilize the overage and not carryover in the future.
- iii. Legislative Involvement/New School Levy/Chartered Schools
 1. 18 issues (rank top 5 voting in survey), lobbying priorities this year
- iv. Open Forum

1. Sarah noted the reader board should include information regarding the fifth graders are at camp, please be careful driving
2. Second Parent's Night Out: Holly will be at the school. Diana noted event itself was terrific. Families stayed at Mulleady's Irish Pub the entire time and included many new families. The PTA received requests to do Parent's Night Out in the spring. Cheryl noted that middle school students assisted the first Parent's Night Out and more adults are needed. The second Parent's Night Out will end an hour earlier at 9:00pm. The PTA currently charges only \$5/per child and should charge \$20 per child and \$25 for multiple children. The Parent's Night Out helps with community building and understanding of the PTA.
3. Holly reminded the board regarding the Magnolia Run the Bluff starts at 7:45am and Cheryl noted the Running Club would participate in the Kids Dash.
4. Curriculum Night included two sessions helpful to Lawton families with children of various age. Also noted the parents of the 4/5th split parents were glad to be informed of the three-teacher education approach.
5. Agenda item for next meeting:
 - a. Curriculum night childcare strategy
6. Anson presented a letter via email to the PTA board regarding the "Doing Business Day."
 - a. The board confirmed the letter to be sent and to alter the last line and remove "in November with next steps."
 - b. An informal show of hands was taken in regards to "Doing Business Day" going forward. Of the 12 voting attendees, 2 PTA board members vote against "Doing Business Day" in 2013, 1 of the PTA board members abstained, and 9 voted to proceed with "Doing Business Day" in 2013.