



Sedgefield Middle School 2019-20 PTO Board Agenda

August 30, 2019 8:30 am – 10:00 am

- I. Call to Order 8:35 am at SMS Media Center. Attendance: Lindsay Jones, Courtney Reynolds, Alexis Marteslo, Kiley Thiel, Amy Watson, Katie Deterding, Meredith Murchison, Lynne McDonald, Erik Turner
- II. Marketing and communications update from Alexis Marteslo.
 - a. BellaWorks has completed development of SMS PTO website including prospective parents, Hoplite, newsletter archives. Forms being updated.
 - b. PTO newsletter being delivered through ConstantContact, to which families need to opt in. There are 59 subscribers. This week's newsletter had an 81% open rate.
 - c. Alexis and Lindsay are working with Mr. Turner to get a PowerSchool extract of family email addresses, which will allow families to opt out rather than opt in, reaching a broader audience with the PTO newsletter.
 - d. Friday is the deadline for newsletter submissions.
- III. Prospective Parents update from Lindsay Jones.
 - a. Katherine Vest is the chair of this committee. There is a committee of three volunteers representing Dilworth and Eastover feeder schools.
 - b. School tours – Mr. Turner to consider PTO support needed for tours. Volunteer identified to managed sign up genius if needed.
 - c. Goal is to start tours in early October and conduct them twice a month – one in morning and one in afternoon.
 - d. Dates for open house on calendar. Decision made to adjust January prospective parent open house to the second week of school in January.
 - e. Discussed possibility of having a fifth grader parent coffee at feeder elementary schools – maybe after winter break.
- IV. Empowering Extraordinary update from Meredith Murchison.
 - a. \$75,000 received. Contact made with people who have made pledges and not yet paid.
 - b. Conversations continuing with potential donors, especially incoming sixth grade families and corporate partners where there are existing relationships.
 - c. ParentSquare updates have included a link to the newsletter that includes Empowering Extraordinary information.
 - d. Discussion of communication to carpool line – perhaps volunteers with signs?
 - e. Will identify things funded through Empowering Extraordinary updates during the school year to inform school family.
 - f. Discussion of publishing donor list next year; will pursue that option for 2020-21.
 - g. April 27, 2020 to kick off Empowering Extraordinary campaign. Goal to conclude September 30, 2020.
 - h. Community partner recognition – Ms. Eldredge developing list. Alexis to create page on website where logos can be posted and link included in PTO newsletter.
- V. Treasurer update from Courtney Reynolds.
 - a. Cash on hand \$58,561
 - b. Hoplite received \$4250 in cash from EE campaign so far, which is 30% of corporate gifts after the cost of signs for corporate partners.
 - c. Expenses for summer start up activities in line with expectations (Kona ice, planters, website)
 - d. Tax filing for 2019 complete.
 - e. Insurance recommendation for 2019-20:
 - i. General Liability \$2M, Liability for Officers \$1M, Bond \$25k
 - ii. No property tax for this year



- f. Check request form included in packet; if expense will be greater than \$100 get an invoice if possible.
 - g. Deposit form included in packet. Safe is ordered. Discussion about where to put the safe – one option is Ms. Allgood’s office (financial secretary). Mr. Turner has put in request with CMS to have the safe installed.
 - h. 2019-20 budget remains as presented in draft last spring. Next board meeting on September 27 and will finalize budget recommendation to present at PTO meeting October 10.
- VI. School and staff activities update from Lynne McDonald
- a. Back to school staff breakfast on August 19 complete.
 - b. “Woo-hoo!” cart for snacks for teachers to circulate once a month. Ms. Eldredge surveying teachers to find out what snacks they like.
 - c. Teacher of the month to follow Linchpin theme this year. Gift to be \$50 gift card for each recipient from Wal-Mart. First recipients from Custodial team. Community partners sponsoring this recognition.
 - d. Discussion around featuring teachers of the month in PTO newsletter.
 - e. Office volunteer needs in discussion with Ms. Eldredge and Lynne. One community friend is a seasoned office volunteer.
 - f. Parent room supplies are in the parent room.
- VII. Parent and student activities update from Katie Deterding.
- a. Kona ice at open house is complete. Costs were \$200; additional ices sold to parents and children not attending SMS. Consider new way to advertise PTO and Kona Ice for next year – table on each hall? Rolling cart on each hall?
 - b. PTO to provide refreshments for honor roll celebration (3x year). PBIS committee identifies events for all students who have demonstrated great character (school store cart in cafeteria, school dance, etc.) CIS sponsors cart and students can purchase items with scholar dollars. Katie to join PBIS committee.
- VIII. President’s update from Lindsay Jones.
- a. PTO calendar provided with meeting materials; to be posted to website. Future board meetings time will change to 9:30 am.
 - b. Jenny Craver is chairing PTO membership and volunteer recruitment forms. (Financial Review chair need, In-reach Out-reach Committee) Mr. Turner to circulate SMS PTO sign up link to staff.
 - c. Discussion of club for native English and Spanish speaking students to connect after school. Mr. Turner to talk with Ms. Boutrago.
 - d. CMS is expected to provide four basketball goals for blacktop and to be striped for basketball and volleyball.
- IX. School and Principal’s update from Mr. Turner.
- a. Current enrollment of 564 students; original forecast 517 students. Leveling process during first 20 days of school to determine if additional teachers needed. Any additional faculty to likely focus on 7th grade.
 - b. Fall sports try-outs next week.
 - c. Mr. Turner and Ms. Oberlin discussing possibility of having a study hall with snacks 2:30-3:30, and then practice 3:30-5:30. PTO support could be needed for snacks for students.
 - d. Community Partner meeting September 12.
- X. PTO bylaws review from Amy Watson.
- a. Review draft distributed last week. No changes to recommendations. Amy to clean up draft and bring for vote next meeting.

Meeting adjourned 10:41 am