



PTO Meeting Minutes April 17, 2008

1. **Call to Order** – The meeting was called to order by Ann Ryan at 6:40 p.m.
2. **Staff and PTO Board Present** -- The following staff and Officers were present:
 - Staff: Mary Salter-Kindergarten, Jenn Weese-Principal, Patty Toomey – Student Achievement Coach and Reading Interventionist
 - PTO Officers: Ann Ryan-Vice President, Toni Masters-Treasurer and Leslie Maegley-Secretary. Sarah Bender-President was absent.
3. **Treasurers' Report** – Toni Masters
 - \$1,455 in father/daughter tickets sold
 - Received \$300 from Chick-fil-a
 - Bought the alphabet die-cuts and spent \$481.00
4. **Staff Requests/Comments** -- Jenn Weese/Staff
 - On the recess equipment, we decided to send out ballots for voting to all the classrooms and voting will happen next week. We will use part of the funds from the check writing campaign to purchase indoor/outdoor recess equipment & games as voted on by the students.
5. **Meridian Family Movie Night** – Ann Ryan & Leslie Maegley
 - We had movie night and 150 people came to watch Snow Buddies. Thanks to all of you who came and enjoyed it with us. We made and served lots of popcorn, licorice and water. We received a lot of positive feedback. Special thanks go out to Lisa Meier who handled the technology for the evening.
6. **By-Laws** – Leslie Maegley
 - We had a meeting with one attendee to review the ByLaws. We made two changes from what was drafted – one clarifying that the Asst. Treasurer cannot ascend to President and one requiring the Principal or designee to approve any documents prior to distribution to students.
 - Then there was a motion made and that was duly seconded to approve the ByLaws with these changes.
 - RESOLVED, The Meridian PTO By-Laws were passed unanimously.
7. **Other 2008-2009 Volunteer Opportunities** – Sarah Bender
 - Dana Lulich – Broomfield Days
 - Jenifer Harrington – Back to School Night
 - Kristine Rosen – Restaurant Nights & Boo Hoo Yahoo
 - Alyson Duchak – Handle SCRIP, but may need an assistant
 - Pat Hagara – Passive Fundraising
 - Matthew Elliot – Crossing Guard Committee
 - Jenn Bragg – Web Master
 - Next meeting we'll have sign-up sheets for specific volunteer activities.
8. **Father/Daughter Dance April 25, 2008** – Ann Ryan
 - Ann gave the report as Dana could not attend and Lisa was on vacation. All the planning is going well. We have carriage rides planned. The theme is a "night on the red carpet," so we're going to try to play up the whole night. Jenifer Harrington has graciously volunteered to take pictures. We will serve desserts only and have a chocolate fountain and a punch fountain. Cathy Painter is helping with decorations.

9. **Varsity Gold Fundraiser** – The Board has been brainstorming ideas on fundraising and has been contacted by Curtis Krieger from Varsity Gold who is in attendance to tell us about their programs? .

- The Cards: Varsity Gold has helped schools here in the district for over 16 years with fundraising. We have a different philosophy about fundraising. We want to find products that have quality or value. The biggest thing is making you money and safety of the children and making sure that kids are safe while selling products.
 - When we're asking parents to be involved that the parents don't feel that they're being turned into sales people. One thing we've done is to do discount cards. Just for showing up tonight, we get a free Subway card. This is the 21st century of coupon, so that instead of the coupons sitting in a drawer, these are cards that you carry in your wallet.
 - We target restaurants that people are going to anyway. Normally we target places that people are going to already. Every time they go, you can save money. The card sells for \$10, so that's how the school gets their money. After 2 or 3 visits, you've got your money back because most of them are buy one / get one free.
 - We do a principal based fundraiser meaning that it's very easy. We take care of schools from the beginning to the end. This type of fundraising does need any volunteers to run it – there just needs to be one point person.
 - We build a product sheet, where we'll have anywhere from 3 to 6 cards, but that way people have a choice to choose which cards to go to. Sonic, Subway, Quinoas. If they buy 2 cards, they get 3 cards for \$30, if they buy 3 cards; they get 6 cards for \$40.
 - Everything at the Elementary school level is done on a pre-sale basis. The forms go home and people can decide whether they want to share it with family, friends, and co-workers. The school makes anywhere from 40-60% based on the percentage of sales. They have Black-eyed Pea, Best Buy, Red Robin, and Chili's. They target places that people are going to. They've done Heidi's Deli one year and thought it was great, but as far as the card selling, it didn't sell. In the general public, it didn't sell it.
 - Every year they re-contact merchants for that year's fundraisers.
 - We do anywhere from 3 to 6 cards per school and then he goes and does the research and the data and then he makes the final decision as to what he thinks will sell best.
- Cookie Dough: They have cookie dough from Otis Spunkmeyer. Their dough is in a box and is pre-cut into the right size chunks. Right now it's the biggest seller for them. The dough has 0 Trans fat. Schools make a straight 40% of sales. Boxes sell for \$15 and the school makes \$6 per box. There are 48 cookies per box.
 - The team takes care of all the sorting and distribution.
- They have catalogue sales. They have consumables like chocolates from Scotts Wisconsin along with a number of really nice products.
- They also have an inspirational book they partnered with Simple Truths to create. They do the inspiration book line modeled after the Successories poster line. Even before they do the fundraiser, they give the teachers a free copy of the book called The Dash, which is about what you do with your life. The book sells for \$15 and each teacher gets a free one about making a difference in their classrooms.
- In talking to Sarah, there was a big push about not doing selling fundraisers. Some schools have gone with Varsity if they wanted to take a break or don't have enough volunteers to put on big events and have stayed year after year because they make it so easy on everyone. We can elect to work with them once and see how it goes.
- Other schools in our district have raised \$6-\$8k and schools a little farther make \$15-18K. 6th Graders at Rocky Top made \$12k just on the cookie dough. Can combo the cards with the cookie dough or the catalog. You have a value product and a consumable product.
- They have incentive and prize packages and they can customize the packages to meet our needs.
- In general, the best time to do a product fund raiser is fall. Over at Broomfield Heights, they did \$60k gross sales. He is limited to the # of schools he can work with, so if we want to do something, we need to let him know. Cookie dough and catalogues are the biggest sellers.

10. **Other fundraisers** - Ann Ryan discussed that there are some other options to consider as follows:

- Fall Fundraiser – big hit with the kids. Lots of fun, requires lots of volunteers to pull off. Could make more money if we added a silent auction, decreased the catering costs.
- Read-a-thon or Walk-a-thon or “something-a-thon” – This is a really easy to do. One parent in attendance shared her positive experience with a read-a-thon. It was suggested that we put the read-a-thon with the Dr. Seuss. We a read-a-thon and the track & field, the kids are getting the benefit of it. Mountain View did a read-a-thon

- Silent with one of these options – Adult Only event.
- Taste of Meridian – get different restaurants to come and you sell tickets to attend. Requires lots of volunteers
- Check Writing Campaign – it got the job done, simple, easy and 100% of the funds come to Meridian.
- If we do any fundraiser and add these restaurants – this year, this is the fundraiser. This is where the money is going.
- There was some discussion on how to get more people to attend PTO meetings and get involved:
 - Approach getting people to the meetings differently.
 - People sign-up to get the newsletter electronically.
 - If people could get excited about having a say about where the money is going.
 - If we put that end of the year letter in the form of a thank you note . . .
 - Market the website address
 - Teachers put the PTO website address on their newsletter.

11. **Upcoming Events**

- Father/Daughter Dance – April 25th
- PTO Meeting – May 8th – voting on officers and deciding on next years' fundraisers

12. **Meeting Adjourned** – The meeting was adjourned at 8:00 pm.