



# PTO Meeting Minutes

## January 14, 2010

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The meeting was called to order at 6:34 pm.

### Introductions

- The Executive Board - (Co-Presidents – Amy Helmick & Toni Masters; Co-Vice President –Kristine Rosen; Secretary – Traci Haake; Treasurer – Ben Cooper; Asst. Treasurer – Stephen DiRose; Co-Fundraising Coordinators – Karen Enney & Pat Hagara; Staff Appreciation Co-Chairs – Lana Barrett & Stacey Mari), & Sara Harp – Asst. Principal
- Mary Salter – Kindergarten; Kristin Raney – 1<sup>st</sup> Grade; Tucker Wagner – 2<sup>nd</sup> Grade; Shelly DeRock – 3<sup>rd</sup> Grade; Jessica Weiher – 4<sup>th</sup> Grade; Erin Dupper – 5<sup>th</sup> Grade; Joanna Schott – 5<sup>th</sup> Grade; Lynda Dowd – Interventionist; Lora Grapner – Speech Specialist

### Treasurer's Report – Ben Cooper

- We have \$15,800 in our account which includes the \$3,000 from sales tax we were not required to pay
- Last year we carried over \$2,300
- Only requests at this time are for Star Carts

### Fundraising – Karen Enney

- **Sally Foster** – Lynette Hayes
  - We did the Entertainment Books this year
  - Wrapping paper & gift bags
    - Does not tear and has grids on the back for cutting
  - 100-125 home décor items
  - Changed to online sales this year
    - Catalogs are declining
    - Trying to make it more enjoyable for the consumer
  - Can sell locally and out of state
  - Sell \$20 gift cards for 2 weeks
    - Can use immediately before the card is activated
    - Takes about a week to activate
  - Takes about a week less than other fundraisers to get product
  - Receive 50% profit if net over \$25,000
    - Plus on all purchases over the \$20 during the 2 week period

- Receive 45% profit if net under \$25,000
- Friends and family can go to website and include child info
- Sent straight to consumer
  - Purchaser has to pay for shipping
- After the 2 week period we will receive 40% on residuals
- Can purchase year round
  - Adding seasonal product
- We will receive checks monthly
- Cards have no expiration and won't devalue
- Will have a Kick Off assembly to get the kids excited
  - Will have 8-9 levels of prizes including limo rides
    - The sale of 10 cards (\$200) earns the limo ride
  - Will offer incentives as they are selling
  - End of sale blitz
- Similar schools in our area have earned \$11,000 with the catalog
  - \$4,500 online
- Emails not marketed-just a monthly reminder if the card is not used
- Broke down our cookie dough sales
  - 6.1 boxes per student = 4.1 gift cards
- All teachers get a gift pack and Entertainment Book
- They have a cookie dough program too
  - Flyer can put in the catalog
- Question: Is there a better time to sell?
  - Has found that 2 weeks before Thanksgiving or late Sept to the beginning of Oct
- No gift card necessary, can just go online
  - Will send an email with link
- **Cookie Dough** – Curtis Krieger
  - Items are only \$15
  - Last 2 years have been wonderful
    - This year funds were down but we had more participation
      - Over 60%
  - Some new things to next year to make things simpler
    - Online sales to get out of town family & friends
      - High shipping costs because frozen
    - They have a local warehouse and they will package there and deliver to school
    - Incentives
      - Limo rides (15 items)
      - Added levels to increase sales
    - Product changes
      - Now selling Classic Cookies which focuses on homemade taste

- Can use brand names: Hershey, Quaker, Reese's , M&M
    - Helps with marketing
  - Auntie Anne's pretzels instead of carrot roll
  - Has a frozen food catalog with more cookies, brownies, pretzels, butter braids, cinnamon rolls, chocolate,
    - Range in price 14-18 dollars
  - Will receive a \$1,000 loyalty bonus
  - Receive 45% profit on cookies
    - Guarantee: if we don't make more money than last yr we will receive 50% profit or another \$1,000
  - Receive 60% profit on discount cards
  - Also has magazines & candles for fundraising
- **Parent Involved**
  - The following ideas will require a lot of volunteers and won't happen if we don't have enough
  - **Fun Run**
    - Birch Elementary earned \$11,000 last year for 450 students
    - Sponsor for laps
    - Hand out bottles
    - Cost minimal
    - Will need a committee over the summer to plan
    - Other schools get t-shirts with corporate sponsors
  - **Silent Auction**
    - Have it alone or pair it up with another fundraiser
    - There are lots of ideas which will be discussed later
    - Each class or grade make a basket
    - Kids bring something for a determined theme
    - Other ideas: lunch, art work, book of free tardies
  - **Do Not Disturb List**
    - Sign up at Back to School Night for \$100
    - Will prevent getting all the papers in Friday Folders
  - We will still have Skate City & Restaurant Night and collect Box Tops
    - Do we want to do one big fundraiser in addition or more smaller ones
- **Discussion**
  - It might help parents if we explain how much money we need and what it will be used for
  - Can we move it to a later date?
    - The problem is other schools do it early and people won't want to buy any more
  - What about a check writing campaign?
    - Will consider

- Can we switch to a spring fundraiser?
  - The problems with this are, spring is busy with Jump Rope for Heart & CSAPs and the money won't be used until the next school year
- From a marketing perspective, it would be silly to walk away from cookie dough
- We will be **voting** at next month's meeting

**Scrip** – Thank you to Annette Easley for volunteering to take this over

- We have \$1,500 set aside to purchase cards
- Will start with prepaid gift cards from King Soopers
  - They are reloadable which is how we make money
  - Will sell after school and reevaluate and possibly add more choices for next year
  - Probably have a mega sale around the holidays

**Staff Appreciation** – Stacey Mari

- During conferences we fed the teachers
  - We had a ton of food and were able to provide breakfast & lunch as well as appetizers for dinner
- Mary Salter wanted to thank everyone for celebrating her ½ birthday

**Calendar Review** – Kristine Rosen

- Skate City is 2/17
  - Question: Why are they so late on school nights, could we have it earlier?
  - Answer: Skate City has hockey games & practice until 6:00.
  - Shelly DeRock is wondering why this was scheduled the night before 3<sup>rd</sup> grade CSAPs
- Delightful Daughter Luau is 2/19
- CSAPs begin in March
- Spirit Week has not been determined
- There will be a Ward 5 Town Hall meeting at Meridian next Thursday @ 7:00
  - The Superintendent will be discussing the budget cuts

The meeting was adjourned at 7:42 pm.