

**PTA Executive Board Meeting Minutes**  
**September 27, 2018**  
**8:00 a.m.**

*In attendance: Jen Robinette, Lisa Geurin, Jill DeLorenzo, Tez Nettimi, William Perry, Poonam Uphadyaya, Smitha Tumuluri, Becky Pierce, Stephanie Worthley, Paul Pack.*

## **Digital Integration Night**

*Jen* – Digital Integration Night was great this year! What should we change for the future?

*William* – Should we combine it with the OTM info night in the future? Perhaps OTM info night is at 6 and then it goes into DIN.

*Jen* – Creighton’s Corner does a “sign up info night”. This may be a good idea.

*Paul* – We want to do what’s going to make life easier for PTA. We want to go more in depth with trying to get the PTA message out next year. Next year, make Digital Integration Night earlier in the school year. Signup was great; it required Nichole Thomas to do a lot of it. She’s happy to do it if it benefits the PTA by doing it earlier.

## **Odyssey of the Mind Info Night**

*Jen* – Tez did great! The projector didn’t work. She practiced it even the night before. And it still went great without the tech!

*Tez* – It was great to have the talk about the other programs like Reflections. We gave a lot of info out to the parents. If other programs that PTA supports could be part of it, that would be great. I did make a mention that Scouts were there.

*William* – Girl Scouts want in on it too!

*Tez* – In future, let’s make it a general info night.

*William* – Should we invite ASEP vendors?

*Jen* – Yes! Great idea. That would help a lot.

*Smitha* – People who were there were genuinely interested.

*Tez* – Some of the deadlines were coming up on a month so it was right around the corner.

## **Laps for Liberty**

*Jen* – Laps was awesome! From everyone coming throughout the day, it was awesome!

*William* – Last year went smooth and this year went smoother!

*Lisa* – We had parents from every class volunteering!

*Paul* – It was the most consistently well attended for parents attending every race. The PE team did a great job all around.

*Jen* – Paul, you did more this year sending emails – having that push for it. Part of this email is, this is what marking looks like and tallying looks like.

*Paul* – It could be a great event that falls on deaf ears. It has to be communicated often but not giving kids anxiety about it. This year I did a little more of the phone calls. I think it was well run overall.

*Jen* – Part of it is our volunteer links were attached to your emails.

*Smitha* – A lot of parents who volunteered didn't care which class they helped. The veteran parents knew the drill and kept helping later with the counting in the library.

*Jen* – Yes! Everyone who came into the library was, I can do any class. How can I help?

*Lisa* – Money wise, we are at \$20,808 as of last night – profit. We had \$5,000 expenses so it's gross \$25,808.

*Jen* – We need to push one more time. I've been pushing through social media and Remind. Just saying that we will continue to collect them and sending out the links.

*Paul* – The \$5,000 is shirts, right? So it's following a similar pattern. Last year we had \$34,000 profit. I don't think we will get there.

*Lisa* – The Laps total has been slowly going down each year.

*Paul* – The worst Laps for Liberty is still better than the best fundraiser we've had prior.

*Lisa* – I think we will hit over \$25,000. There's still a decent amount of money coming in.

*Paul* – I'll combine it all to remind parents about Laps payments with the messaging about Go for Gold and Breast Cancer Awareness.

*Jen* – The difference is that this year, the sponsorships directly paid for our t-shirts and nothing came out of our account.

*William* – We have \$1500 paid so far and we are still collecting.

*Paul* – Alex will work on a new Laps banner. We could include the sponsors in the banner in future years. We could put them along the top or the left-hand side. I don't like selling out the school but if you feel that may entice people long term to say they'll sponsor if they get their business on the banner... something like this is in the works. We will have a new STEMmerday banner and it might not be a bad idea if companies know they'll be on the banner.

*Jen* – I know Lunsford has the signs hanging in the gym for the whole year, like our "Big Eagle" sponsors.

*Paul* – I just don't want to go down the lane of "It's Liberty Elementary sponsored by [business]". This is why I'm hesitant to do this. Elementary kids are more susceptible.

## After School Enrichment Program (ASEP)

*Jen* – Vendor issues: Vendors don't completely shut down their registration. There are hiccups on our end because teachers sent home kids the day of even though they registered online – after PTA deadline. Parents are upset with us. I pushed it back to Chris. He says, I'm so sorry, so he's offering them a 1-day reimbursement. Along those lines, it makes us look bad. The ladies in the front office feel the brunt of that.

*Stephanie* – This happened at the end of bus duty. They were on the wrong list.

*Jen* – I wish I were right there. I had my list. I would have contacted Chris immediately.

*Stephanie* – Both kids knew they were supposed to be in ASEP but didn't go there. There was a whole bunch of confusion.

*Jen* – That's why I'm here, to go and speak to the vendors. The vendors – obviously LEGO robotics got an updated list but we didn't get one. Our volumes were still so low the week before that we were really trying to push. Musical Theatre got 4 more since last week and LEGO robotics was still so low. That's where we were putting it into our hands over whether we'd accept registrations or not...

*William* – with 6 Crickets, you put an end date in, it disappears.

*Jen* – Which brings us back to having an after-school enrichment night, etc. I've talked to Chris who does Silver Knights... they don't like it because it doesn't integrate well with their registration programs. I understand it, since it's the same thing on our end. We have hiccups on our end pulling up their spreadsheets. They are misaligned so I had teachers upset with me.

*Paul* – If we eliminated vendors and just went to teachers, we could have a group meet over summer, have schedules panned out before BTS night, and have the offerings ready for back to school night.

*Poonam* – There are certain things. Parents may prefer a different vendor – they want the experts teaching them, such as for chess. We cannot completely eliminate them, I guess, but minimize and give more work to our teachers.

*Jen* – If we move it toward our teachers – I'd rather pay our teachers. If we go through 6 Crickets, we would collect the money and then pay the vendors.

*William* – We have Liberty Elementary School, then PTA as a vendor (in 6 Crickets). It Breaks down costs. As soon as registration is paid by the parent, it goes to vendor and we take the money – immediately. If there's a refund, we lose part of the Stripe fee. If a class doesn't have enough, then the website allows us to transfer those students to another class of their choice. If you cancel a class it'll automatically refund it.

*Jen* – The site is nice to work with. I'd rather have more of our teachers. I'm thankful there are only 2 classes because it's been a learning process. Those are questions we can add onto 6 Crickets in the future – like which teacher they have, room number, etc. Moving into the spring, it's already been updated.

*Paul* – Maybe during American Education Week lunch, we can have some sort of PTA member here to talk about teaching a spring ASEP. Putting a face and dialogue about what it will include. WE can include

time about an afterschool PD session. With the beginning of the year, it's tough. For the spring, we can do the same thing for the fall.

*Jen* – With a lunch, it's several waves but a PD is good because it's all at once.

*William* – We can set up spring now!

*Jen* – Fabulous!

*William* – For ASEP we brought in \$2,761.05 – 1200 to the teachers. This is for all the classes. The PTA made the difference. 6 Crickets charges 2% but we add it in as part of the fee. Stripe charges 2.9% plus \$0.30 per transaction.

*Tez* – Do we not accept cash?

*William* – It was to go through the system.

*Jen* – We said 10 as a minimum but we have a class of 9. So, 6 Crickets doesn't automatically cancel it. I did offer the teachers with Crazy Eights to continue their classes because: teachers seeing teachers teach, and students talking about their ASEP with their teacher.

*William* – What we need from administration is feedback from teachers about the pay. Is it enough to make it worth it?

*Paul* – I would say the teachers wouldn't say it to us. WE want to invite criticism but not sure they'd actually say it.

*Jen* – I had control with knowing which students were on registration and I like the flexibility to say which classes are and aren't working. Send out messaging say "for the next 24 hours you can sign up" after the fact.

*William* – You can sort vendors by class and you'll have all the info right away.

*Jen* – If Phong were still doing it, we wouldn't see a lot of these hiccups because she was phenomenal. I like seeing what she's been dealing with.

*William* – She was frustrated with finance stuff.

*Lisa* – I was wondering what these stripe deposits were!

## **Children's Diversity Night**

*Smitha* – Sandy and I spoke about Children's Diversity Night. She needs info up on the website.

*William* – I will help her.

*Smitha* – The time has been changed from 6:30 p.m. to 6 p.m. to allow more workshops to happen. The plan is to have them in the cafeteria and library.

*William* – I have a bunch of sponsors for that. They should be listed on emails, handouts, something.

*Jen* – Is Sandy putting a flyer together? We should include it on the PTA website.

*Paul* – The only thing the Deputy Superintendent said is no direct links from our LCPS websites.

*William* – OK, we will just have the logos. I just got Dream Smile Family Dentistry. They want to sponsor Bingo Night. I said they could have a table outside. They have a logo that's just a tooth – no words. I'm working with them. I have TigerDen.

*Tez* – I have the check and passed it on. Let me check if you don't have it, Lisa.

*Lisa* – I'll double check.

*Jen* – Do we want a membership table or PTA table available there? ::silence:: We need to have membership forms uploaded by November 1. Let's upload them and send them off so I have an accurate number of memberships. One person wants to go into the membership site to get benefits but isn't registering as a member yet. We're now holding onto money that needs to be sent to nationals.

*William* – Kona Ice will be at Children's Diversity Night. We have to decide where to put them.

*Paul* – We try to have everyone come through the front doors. The event is throughout the school. Could we put Kona Ice in the car loop?

*William* – I'll tell them to park in the Kiss and Ride.

*Becky* – Cafeteria, gym, art, and library are locations for activities.

*William* – I'm doing this to establish a relationship with them.

*Paul* – We can block off spots wherever.

*William* – I want them to be where the most people will be in and out.

*Paul* – Leah Gilbert won something from Kona Ice. In the beginning of the year Bria Washington did as well.

## **American Education Week**

*Jen* – We have volunteers, right? We need to contact them and involve them. I think they want to help.

*Poonam* – Yes. This is something they want to work on.

*Jen* – Who is the lady who was running at Laps? She's great!

*Becky* – Amari's mom. She was there all day.

*Jen* – She does the school store too. I love our volunteers but don't want to burn them out now.

*Poonam* – The volunteers for AEW are very interested in this.

## **School Dance**

*Jen* – Kerri is looking for sponsors. She's awesome with this. People are asking what they get with PTA memberships? Could they get free entry with membership?

*Paul* – I think it's a great idea. At Fall Fest, we got all these signups. With PTA membership, you get this price – and if not, then it's the same price as joining PTA and getting a ticket.

*Lisa* – There was an early bird price with the limo, and a more expensive price at the door.

*Paul* – To push membership have the higher price for non-PTA members.

*Lisa* – We could do at the door, same price, or join membership for \$12 and get in for free. Then we may get only individual memberships but it's still something.

*Jen* – Parents didn't pay, right? They were just chaperones.

*Smitha* – There was something for parents...

*Lisa* - If you donated to Dulles Food Pantry, you got a discount. I don't think parents had to pay at all but there were a million different ticket prices.

*Paul* – Keep it simple.

*Lisa* – We made a lot of money on it but it's not a moneymaking event. Our carryover this year is \$20,000.

*Poonam* – We also have to see if we have the space and the maximum number of people in the gym.

*Paul* – I think it's something like 1,500. We can fit the entire school. Last year: presale tickets \$5. From the flyer online: \$8 with two cans of food, \$10 at the door, \$6 until 11/10/17. Parents and guardians were free. If we're keeping it simple...

*Smitha* – We should keep it a straight price PTA membership or not. No early bird, etc.

*Lisa* – I think she was trying to get a head count early, so that's why she wanted to sell all those tickets early.

*William* – Do we bump it up to “free with a PTA membership”? What if I have multiple kids in the school? This is a LOT of tracking. We have to look up each person. Somebody has to check that list.

*Lisa* – We have a lot of people with similar names. I had people show me receipt printout or on their phone.

*Jen* – There was a big hiccup last year with some people getting PTA cards and some not getting them.

*Paul* – At Fall Fest, it was looking down a list. It may be good to have ticket prices the same for everyone.

*Jen* – Was there anything they paid for at the school dance? Could we give away something free for PTA members...?

*William* – Maybe just do \$5 and \$10. Members vs non-members.

*Poonam* – How many volunteers do we need for this?

*Lisa* – We did have parent volunteers last year. Can you pull up the roster of volunteers from last year? We had parents at the door, helping with cake, punch, etc.

*Poonam* – Does the dance have an age limit?

*Jen* – Yes. It will be. Last year it got posted to the community page and that’s when all the parents started calling in. It will be limited to LIBERTY STUDENTS only.

*William* – Will middle and high school siblings want to go? I’d be a little worried but is it enough to worry about?

*Paul* – Older kids can help volunteer.

*Lisa* – We also had babies coming in with their parents.

## **Bus Driver Appreciation**

*Jen* – October 24. What should we do? Last year we had them come in the afternoon and gave them spirit wear.

*Paul* – We did have them go in the other lounge...

*Jen* – We had extra spirit wear and gave them something else too.

*Paul* – Was there a good turnout for going into the library?

*Jen* – We had a good amount of them.

*Paul* – This might be good to have them come in at 2 p.m.

*Jen* – We used to have cookies in the Teacher’s Lounge.

*Paul* – This is a good time for us to socialize. We can give invitations out to the drivers.

*Jen* – Should we put a call for parent volunteers? Treat donations?

*Lisa* – I remember doing a lot of food donations for that.

## **Upcoming in October**

*Paul* – Childcare for during the PTA meeting: have the lab with a movie or something like that. We will switch the presentation. Nichole and possibly Alex will do one on common sense media, so that will be at 3 p.m.

*William* – I’ll be late. I apologize.

*Jen* – I need to look about social media insurance.

*William* – The insurance was very generic. We need to ask about the teachers too.

*Jen* – Christy Banks, our Reading Specialist, had books and wanted to purchase places to put the books. Their total was about \$229. They want help to organize the third-grade books they are getting. In the past we help them with Reading Night but we should have some money to help organize from them.

*Paul* – Just take it out of the School Requests line item

*Becky* – When’s Bingo Night?

*Jen* – January; that’s a big night for the teachers. It’s easier with the post-Christmas sales. People can grab stuff.

*William* – Some baskets were crazy and could have been split in two.

*Jen* – William, you can do that! We have parents that are so creative that would love to just make baskets.

*Paul* – Maybe have tiered baskets. For first 10 games, choose from this group; for last 5 games, choose from these baskets... etc.

*Tez* – On the Asha-Jyothi 5K: We didn’t have a ton of registrations but we have about \$500 that will be donated to the school. If we identify a project we can ask for their support.