

PTA Executive Board Meeting Minutes
October 25, 2018
8:00 a.m.

In attendance: Jen Robinette, Lisa Geurin, Jill DeLorenzo, William Perry, Tez Nettimi, Smitha Tumuluri, Paul Pack. Absent: Poonam Uphadyaya.

Upcoming Events

Membership

Jen - Membership Uploaded Due November 1 – Tez. Sent an email this morning. 13 of them are still missing information. The rest can be uploaded. The other 13 can be added to the next upload. Then we can figure out what we need to pay to PTA states and nationals.

American Education Week (11/12-11/16)

Smitha — We have two excellent volunteers. Alisha and Kasheka(?). They are really working hard on all of the details from the flyers to trying to be in the budget. They're working on a Red-Carpet Hollywood theme.

Jen - We are trying Famous Toastery in Ashburn for the catered teacher lunch. We're trying something different than Chik-fil-A for this event and supporting a local place.

Jen – I want these new volunteers to do what they want with theme.

Smitha – Our volunteers are taking this very seriously. Poonam will make the volunteer sign up.

Jen – It's live but hasn't been sent out yet.

Smitha – Alisha is talking to the class leads for STEM supplies – for what to bring in to supplement.

Paul – It will be very similar to the list from last year; I can send that on.

Jen – I don't know if we filled the STEM closet.

Paul It looks totally different. Things have been reorganized and ordered with school request money. I'll show the final list to Alex since he's been involved with it.

Student Dance (11/16)

Smitha – Student dance is going well. Kerri said \$5 ticket sales online. \$6 ticket sales to enter the raffle for the limo ride. The guy who owns the limo has a food truck business. He needs to free up staff to do this but he wants to do the limo again.

Lisa – The only thing that was an issue was that we sold the tickets and the winner was notified, but nobody else was notified.

William – Kerri invited Kona Ice and the boy scouts to sell popcorn. I don't know how this will work.

Jen – I don't know if we can support another nonprofit at our event.

William – Girl scouts will get upset if boy scouts are selling stuff. Also, we don't want to be selling stuff at a dance – and we get nothing from it.

Jen – My issue is here's another nonprofit organization. We don't want to team up with another nonprofit. Then we can have an "all nonprofit thing". But this is limited to just Liberty.

William – I think cub scouts will say no anyway. It's not finalized.

Jen – OK, let's not then.

Smitha – She's looking into Kona Ice with all the food trucks... she didn't do food trucks last year because Yusuf had an issue last time. We were supposed to but he didn't show up. She has a backup to a backup for food trucks. Kona Ice is the only truck that will give us something back.

William – They gave us \$75 last time even though they should have only given us \$30.

Paul – When you say all the ones coming, and Kona's the only one giving back, who are you talking about?

Smitha – All the food trucks. They're all lined up to come. If that's a no then we can say something to her.

William – I'm kind of OK with us not getting anything back because then we don't have to provide food.

Paul – It sets a precedent with nonprofits coming in. Then it could look like a circus atmosphere for parents who paid tickets for the dance.

Smitha – The way it works is the food trucks have a limit. If I don't make \$100 then you give \$100... you have to sell a minimum to be here. They won't be charging us for that though.

William – So they are "donating" if that's true.

Lisa – I'm fine with that.

Jen – I'm worried about – once it becomes PTA selling food, if someone gets sick, there is an issue.

Smitha – So \$5 on the website, \$6 with limo entry ticket. Then I was thinking \$7... but make it \$10. Personally, I thought it was more per ticket.

William – It's not supposed to be a money-making event but we did. Who's paying for the limo ride?

Lisa – It was donated last year.

Smitha – I'll ask her.

William – Make sure we're not paying money for the limo ride.

Smitha – Let's remove the "canned food" option.

William – Do we want to make it as a food drive?

Lisa – \$15 and \$10? Make it \$10 and \$8.

Jen – I hate to price our families out... This is just for the ticket price.

Lisa – We need to say "Liberty Students Only".

Tez – Are families allowed? So then two people have to buy tickets...?

William – Liberty families is fine. If middle or high schoolers WANT to come...

Smitha – My son wouldn't come to a school dance but he would come if his sister would come. She'll definitely try to ask her other friends with Liberty brothers.

Lisa – So let's say Liberty Families Only.

Smitha – I can only bring my family, not escorts.

Jen – Bach 2 Rock – I've put in a request for Kid Friendly Only.

Smitha – So I collected the volunteer requests from her. Poonam has them. Then once the dance announcement is done, we'll request volunteers.

Spirit Nights and Activities Update

Jen – New Flyer needs to be sent out with all the FUN actives coming up. I saw that the website has been updated.

William – We just had Monster Mini Golf. We don't know how it went yet.

Lisa – We went at around 6:30/7:30. We don't think a ton of people came out.

William – It wasn't so much for money, but just for "here's something new to do". In November we have McDonald's (11/6, 5-8 pm) and we get good money from that.

Jen – If you're there, post pictures, Tweet it, etc.

William – December 8 – 6:20-7:20 pm Admissions – Ashburn Ice House. They recommended we bring homemade goodies to sell and that's how we do it.

Lisa – That sounds exhausting...

William – but you can make a TON of money. If everyone bakes a batch of brownies, you make a lot. The ingredients are “free” for PTA. You can come away with \$100.

Jen – Here’s one of the main reasons I wanted Ashburn Ice House. I want to promote more activity... we are so focused on STEM. The kids don’t know how to play outside. I want to promote us getting out and being active. Let’s keep pushing these active opportunities.

William - I have an open April; we can ask the roller rink. For the ice house event, maybe we can go to Costco and sell candy bars.

Jen – Do they allow us to do concessions or just baked goods?

William – I was surprised when they said to bring food. They do have a restaurant but I don’t know it’s the same ownership.

Paul – We did a PTA event there 5 years ago. It was OK. It wasn’t so well attended. It was a little different.

William – Maybe they don’t get good turnout and that’s why they said to bring food. We have Vocelli Pizza on 12/17 as an all-day event.

Jen – Maybe we have class parties on December 17! Make sure room parents know.

Paul – Can you send the dates to Becky so they can be on the Liberty calendar? We can cross-reference them.

William – I’ll put a list together of what’s left. We also have the chilled nugget tray fundraiser. Chik-fil-A really likes us so she wants to do lots of fundraisers with us. We wanted to do the fundraiser in February for football and she also wants us to do 11/22-23. There’s no tax on the trays. PTA gets \$5 per tray. You get it cold and pop it in the oven for 1-1.5 hours. I planned it for the weekend after thanksgiving – “Black Friday Burnout”. She put the signup together and all we have to do is get it out to our parents.

Tez – Let’s do it during the holiday season. Lots of gatherings.

William – I’m worried because a lot of parents check out mentally from the school stuff. She can take orders up until Thanksgiving Day. All we do is the advertising and Chik-fil-A does everything else.

Smitha – Why would people want to pick up food after Thanksgiving?

Tez – There’s lots of turkey left over.

William – It’s good for 2-4 days in the fridge.

Paul – I have a VAESP meeting on Tuesday, 10/30. Is there anyone we currently sponsor with who might give us food, knowing it’s principals who may give them business in the area?

William – It’s worth reaching out to Chik-fil-A. They are hesitant to give us free food. She gives coupons, though.

Paul – I have a partner who is giving us money for food but might be nice to have more.

William – We can go over the rest next time. Chuck E Cheese is in February. In January we have Vocelli Pizza again, for the college football playoffs. 1/7. They’re donating a gift card to Bingo.

Jen – Pizza basket for bingo! Can they split it into smaller gift cards for multiple baskets?

William – And then we have McDonald’s in March.

Jen – We like them a lot because parents don’t have to mention Liberty.

Bingo

Jen – This year I made sure teachers knew about it at Back to School so they could start finding their coordinators. Now the signup for coordinators is live. I liked your idea, Paul, of the tiered baskets this year. For the themes... I sent an email with the history over the past two years. The first year, we gave every grade level themes. Last year we didn’t have themes and the baskets were very varied. Some were really great. It went off of what the coordinators wanted. It turned out to be better. I threw it onto Facebook page for ideas. A parent suggested that the teachers ask the kids what they want. I still want it to be on the coordinator since they have to come up with the basket and fill the basket. I’m still going back to it being in the classroom; whoever is deciding the theme is up to them.

Paul - They'll own it too. Some will collaborate with the kids. Some will just do their own thing. As long as it gets done.

Jen - To fill the baskets, my thought is having it into January. They can hit the after Christmas sales. It shouldn't be very expensive. In past years we had some baskets with amazing gift cards but that should have been a higher tiered basket. And then you have a littler one.

Smitha - So are you saying a \$10 gift card in the basket?

Jen - \$15 gift card in the basket, add more items to bring up value to \$30-\$60. Early rounds will be \$30 ones and later ones are the more expensive ones. The reason why we have the gift card is because people are paying \$5 to come in. I want them to leave with at least \$5... the kids will also go up and pick the baskets with all the stuff so at least the parents go home with a gift card.

Matball

Paul - I'm going to put the PE teachers on Matball. They've been refereeing it and going over the rules. The 5th grade students decide the theme. We can have it done by January.

Jen - Good; then I can get the t-shirt artwork done early. The biggest part of it is the t-shirts.

Paul - We can announce the theme by American Education Week.

Jen - Even better! Thank you. It takes a lot of time to organize the t-shirts because they are personalized and customized.

William - We are supposed to get hot dogs from Glory Days for Matball.

Jen - I want to get that moving. It's fairly simple. Our sponsors should be invited to Matball. We usually have Glory Days and Bach 2 Rock.

William - This is a Big Eagle sponsorship event. CDC was going to do the show but they might do this one.

Jen - The rest are popcorn, face painter, superhero... etc. This takes a lot, too.

Laps for Liberty

Lisa - So far, we have \$38,700 gross, \$33,700 profit.

Paul - Team leader requests: I got a really good list. We have some iPad replacements in different grade levels. I'm working my way through the list. I'm having Dana purchase some easy things. Things range from cardstock for 1st grade, a vinyl cutting machine for Kindergarten, enrichment games, headphones... I looked on Amazon for headphones rated highly by teachers. I'm trying some out to see how they work. I asked for some teachers to go back on requests. 2nd grade had a request for iPad cases and a cart. I don't want to replace these right away. This year is a bit of a weird year because the county is giving us Chromebooks for grades 3-5. They're not giving us iPads... but we replaced the 5th grade iPad cart last year. We're in a bit of a holding pattern. We just disseminate the old iPads, for kindergarten centers.

Jen - Can we get the specialists to weigh in? And can we look at something physically active that this school might need, such as a sensory path for the kindergarten playground? They have low rock walls that would help...

Paul - One of the things that is out there... I want to take care of what the teachers could use right now. I totally get where you're coming from where we want something with substance. There's a lot of red tape to go through with those things. Our demographics change all the time. If we invest money on a space, it could become a classroom net year.

Jen - I'm talking about something as simple as painting hopscotch on the ground. Our kids aren't so great at creatively coming up with play outside.

Paul - If I ask for permission I won't get it. They don't like to change the physical layout of buildings. The PTA could hire a company to come in and do it. When Jessica Hought was in a room, they came in to talk about converting it into another room. They said you can't do anything in this kindergarten area. I know

you want to paint things... times have changed and there's a lot of things to get past facilities. The things installed by PTA years ago could never get installed today.

Jen – So if we just do it... find out what the teachers want. We've spent so much focused on technology. My kids will come home and be on Fortnite. The little guys used to go out and play.

Paul – Unfortunately that's the culture among kids that is like that. We want to promote it as much as we can at school but not overcomplicate it. If PTA wants to pay the teachers or have it done voluntarily... I'll say go ahead and do it so it's not 2020 by the time I get approval to put some paint down. I told kindergarten that I've earmarked money for building use, but it's hard because I don't get approval on things. They were supposed to do a PBL project where kids designed blacktop. This is happening in the spring. I don't know if we need PTA money for it though.

Jen – Let's figure out the other areas around the building to help facilitate play.

Paul – What types of things?

Jen – Foursquare... I want the teachers to tell their ideas of how they want to facilitate play.

Paul – One thing that has come up is more inclusive playground equipment. WE have a handful of students with physical disabilities. I wanted to approach the PTA about a long-term plan. That could be a very expensive road. When Discovery Elementary was built, they had a lot of programs for students with disabilities. Their inclusive playground cost around \$150,000 to build. This project will likely outlast this whole board but we can start allocating money toward it. Now, that affects a smaller percentage of the kids but it's user friendly.

Jen – You can't let the kindergarteners out on the big playground because they can't even reach it. Do we have land for an inclusive playground?

Paul - We need a long-term plan. If we go down a road for this, then we take the Laps money each year and not use it for everyday requests. It was the same thing for the digital sign out front. I don't know if a lot of schools get a lot of bang for the buck on the sign since we have so many digital messagings.

Jen – Lunsford has the Happy Birthday, pay to have your birthday on it.

Paul – I don't want to sell out the school. It might highlight kids who can't afford or whose parents don't want to pay for it. The parents also already paid the money to put the sign up.

Lisa – I will go and look at Freedom's sign to see events.

Paul – In the long term, I want to investigate how much it would cost to put some things on the playground without doing any wholesale changes to what we have. Bonnie was saying that we had a ramp but removed it. We can make some modifications over the summer – but do we want to invest money over the years?

Jill- Some organizations will offer grants to upgrade equipment to inclusive.

After-School Enrichment Program (ASEP)

Lisa – Our Liberty ASEP teachers haven't been paid for fall yet. Vendor non-teacher we got \$2,530 total. I've received 6 checks so far. Then \$3,343-\$1,200=\$2,143 profit for teacher programs. This is only for two classes that aren't even filled!

Jen- Vendors are giving us 10%. WE talked about bumping up for the spring to 15% or 20%. We can pay the teachers and just need to make sure we're filling out the right forms for taxes.

Smitha – What's the difference?

Paul – You get a smaller fraction for teachers and a larger cut from teacher program. Could we raise the pay for teachers? Can we afford to give them more now, to say hey it's really successful, spread the word? I think \$800 is a good increase from \$600.

William – Then we need to increase the minimum kids per program.

Paul – I think an extra \$200 would be great.

Jen - I would really prefer to have a lot more teachers jump on. As Laps for Liberty is coming down, I want ASEP to go up. I still want to use our vendors for things like tennis and chess. Silver Knights brought in a lot of money.

Paul – Do you want to set up an hour or two-hour workday during a teacher workday when PTA could talk to potential teachers about spring activities and they could have that dialogue about it?

William – We could talk for 5 minutes...

Paul - Just to be available for 2 hours, not a 2-hour speech.

William – Adding \$400 to teacher pay needs to be approved by the general board. (Next meeting is December)

Lisa – That’s an expense. Do we have to vote on it?

William – Executive board voted on what to pay them. Have they submitted their tax for information yet?

Lisa – I can pay them today.

William - Next year we need to have their expenses paid too.

Paul – This might open the door for a lot of co-taught classes that aren’t as streamlined as a singular-taught class. After a while, I do want people to do this singularly – or bring along a first-time person. Teachers ARE social and like to do things together. Is this in everyone’s best interest?

William – How do we decide what’s worth two teachers? I think there needs to be major justification for why this should be a co-taught classroom.

Lisa – I have Lauren’s tax info.

William – We made it clear that they need to fill it out.

Jen – Lauren’s been a champion for this, talking to other teachers about doing it in the future.

William – We could also reduce the price of the classes...

Paul – I think you should give them the final amount all at once. You need the tax records for the year, correct?

William – It will be odd. They get the ones for this fiscal year when they file but our fiscal year is different. We need to keep good records for the current year. Make sure that things are noted in QuickBooks.

Paul – Just give Lauren the check and the W9.

Jen – Need to put together a Google feedback form for parents to fill out to let us know about their experience with vendors and teachers.

Tez – I can do the Google form.

Jen - We had a hiccup with a student in one of our programs. She was creating some issues so the program brought in a third counselor. That didn’t help. They spoke to the parents and removed her from the classroom. She was in another program too and they were able to accommodate her. The first week she physically left YMCA when she wasn’t supposed to.

William – We need to make sure the vendors know about the age levels. Maybe reevaluate this...

Jen – It’s OK. It’s a long day for kindergarteners. Some kids will do really well for it and some won’t. You just have to know your kid. The liability goes on the vendors. The teachers can say which ages they prefer.

Winter/Spring/Summer ASEP

Paul – I have NHS coming in to take care of teachers’ kids on workdays. They can take care of PTA’s too. I would probably say between 11 am-1 pm for them to be available. Or 10-12. What about 10:30-12:30 on one of the workdays? I can then advertise it to them to stop by.

Jen – What about summer activities? Outdoor activities?

Paul – I’d rather stay away from summer vendors. We control the cleaning schedule with the camp schedule but it’s not easy. We got rid of the STEMmerweek camp that it was based off of because it was tough. We have summer school, transitions, etc.

Jen – I'll see if they need to use the building at all. CASA is testing a new program. When they are in the building they can host 52 students each – CASA and YMCA. Now they're testing an increase in students to 90 for CASA. We are sharing the gym and can't have access to it.

Paul – It was tough but you know that any type of thing like this is very complicated.

Jen – You need to be able to have somewhere for those families to have after-care.

Paul – YMCA and CASA have this relationship with us for 8 or 9 years. I'm not sure why we would want to get rid of them at this point.

Jen – I'd like to have more ASEP during the school year and we can't have gym programs.

Paul – YMCA would be saying that they're providing a service to our kids.

Jen – CASA and YMCA cannot physically be in the same space. They rotate. By eliminating one program but still housing all of those students... can they all be in one room?

Paul – There is no justification for getting rid of the space.

Lisa – I know a lot of people who love the YMCA program

Tez – It's always filled out, right? So, if you get rid of it it's more of a burden.

Paul – They'll go to the admin building and complain.

Jen – Maybe I'm tainted because I've seen a supervisor on her cell phone the entire time AND they gave us issues with ASEP.

Paul – They have their own supervisors and they're supposed to evaluate those people as well. I've gotten more complaints about CASA than YMCA. I had to explain that we do not counsel CASA. Sometimes we have one perspective on things. It would be great to bring a vendor in and bring in money for the school but we don't even have access to these things.

Jen – I haven't had great communication with them, maybe that's why... I try not to have too many activities outside because of rain.

Paul – They had their building use request months ahead of time so they do have the first rights to it. These agreements go far above the building level too.

Other Issues/Concerns

Penny Wars for friendly fundraising

William - I say no because it feels like we are nickel and diming kids.

Jen – There are rules with coins and dollars. It's just a matter of collecting change.

Paul- The policy is the kids can't bring in and hand over money for fundraising. We do not collect money from elementary students.

Hospitality Crew

Jen – Last year Lisa Morales and Sandy Toor went around and did this for teacher workdays. The teachers really liked the snacks. I'm not good about these kinds of things; can we find parent volunteers who are?

William – Poonam could coordinate volunteers?

Paul – With Eagle Eye Dads I just grabbed the stuff and went room to room. We could make it work if you want to have a "start of every quarter" thing.

Jen – We can continue to throw this around.

Paul – I like this because it gives me a reason to drop into classrooms without a reason. If PTA could get us donuts/muffins that morning, we could go around and do it. We're trying to do this – extend the lunch schedule for teachers and bring the kids out... this is one of our goals for Admin team is to be more visible. PTA would be great to help. My wife would just go around at the kids' school with the coffee cart.