

**Oak Knoll PTO  
Minutes of the PTO Board Meeting  
Oct 13, 2022  
8:30 - 10:00 AM  
Oak Knoll Staff Office**

<b>2022-2023 Executive Board Officers Present:</b>	
Becky Bullard, President	Cindy Tsai, Secretary
Meredith Nonnenberg, Vice President	Jennifer Baskin, Auditor
Laura Low Ah Kee, Communications Chair	Karen Clancy, Oak Knoll Assistant Principal
Brenda Lo, Financial Secretary	Ward Bullard, PTO Engagement Lead

**Absent:**

- Corey Binns, Parliamentarian
- Laura Webb, Treasurer
- Alicia Payton-Miyazaki, Oak Knoll Principal
- Celeste Lopez, Teacher Representative

**Additional Attendees:**

- Aly Gay, MPAEF School Liason

**Quorum present: Yes**

<b>I.</b>	<b>Call To Order &amp; Welcome</b>	<b>Becky Bullard</b>
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- The meeting was called to order at 8:38 am by President Becky Bullard.

<b>II.</b>	<b>PTO Meeting Minutes - Review &amp; Approval</b>	<b>Cindy Tsai</b>
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- The Sept 2022 PTO Board Meeting minutes were reviewed at 8:45 am. Laura Low Ah Kee moved to take a vote to approve the minutes; Brenda Lo seconded the motion. The minutes were approved by unanimous vote.

<b>III.</b>	<b>President's Report</b>	<b>Becky Bullard</b>
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- **Commencement of October activities:** Many exciting activities are underway, including:
  - Lion King auditions, where students shared their thoughts on what the production means to them.
  - Oak Knoll Book Fair takes place next week, with 40+ volunteers getting ready to set up for one of the most anticipated weeks on campus.
  - Parent Book Discussion: The Oak Knoll Community Read theme has been extended to a PTO-sponsored Parent Book Discussion of *How to Raise an Adult*. The Zoom event was shared in a recent District Council meeting and will serve as a platform for the community to discuss the book in advance of author Julie Lythcott-Haims' appearance on Nov 16.
- The next PTO Board Meeting on Nov 10 will focus on budget details in preparation for the PTO General Meeting scheduled for Nov 16.

<b>IV. Vice President's Report</b>	<b>Meredith Nonnenberg</b>
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- **Thursday Community Connection Coffees:** With two more instances to wrap up this Fall community building series, Community Connection Coffees have been well-attended with good energy especially towards the end of the OCC campaign drive. Music has made the event festive and inviting. The final coffee events will feature current and District students featured in the Oak Knoll Book Fair and a growth theme with vision-casting surrounding campus beautification.
- **Reimagining Spaces:** In partnership with school administration, we are allocating some PTO budget to reimagining the green space near the Kindergarten lunch area for an outdoor experimental zone for Kindergarteners and Early Learning Center students, and an outdoor classroom area by the 4th/5th grade and Art Room side of the school. By sharing the vision for the space, we hope to build parent excitement and set expectations for the potential work to be done, increase parent interest in supporting the build through fundraising and other hands-on opportunities, and gather feedback from the parent community. Work to be done will be split between specific contractors and District maintenance, therefore timing is to be determined and the spaces will likely evolve over time.
- **Committee Chair Transitions:** As a side effect of COVID times, we have seen institutional PTO knowledge for recurring, beloved PTO events get waylaid. To recapture some of the knowledge, we intend to retain some of this knowledge going forward so that future Committee Chairs have a solid idea of what to expect in each Committee Chair role, what has worked well in the past, and opportunities for improvement. We have plans to conduct quick debrief interviews after co-chaired events to document a baseline (in addition to transition handoffs), with a goal of empowering new Committee Chairs to be creative and flexible while also supplying them with the resources (e.g. templates, documents) that will set them up for success. The existing PTO Google Drive was suggested as a good final resting place for an "electronic PTO closet".
- **Halloween:** A PTO-hosted coffee table and/or mobile coffee were brainstormed for Halloween given the expected school-wide turnout that will include most families. Location options were discussed for a stationary coffee table as well as route options for remain coffee offerings.

<b>V. Parliamentarian's Report</b>	<b>Corey Binns</b>
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- No updates.

<b>VI. Financial Secretary's Report</b>	<b>Brenda Lo</b>
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- **PayPal/Venmo** - In the 2021-22 school year, we used a PTO Venmo account as the preferred, more convenient method to collect Otterwear payment. This year's PTO Financial Secretary also inherited a PTO PayPal business account which we are in the process of exploring how to turn this into a charity account (lower fees). Account ownership, including personal name, personal address, and SSN are required fields which we will need to discuss how to best transition year over year as newcomers fulfill the Financial Secretary role. Account ownership cannot reside with school administration as the PTO is a separate entity. We are also exploring the creation of a Venmo charity account once the PayPal business account is converted to a charity account. Venmo privacy settings were discussed to protect visibility into personal purchases (e.g. Otterwear, donations).

<b>VI. Treasurer's Report</b>	<b>Becky Bullard</b>
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- The budget continues to be reviewed in line-item detail, in preparation for the next PTO Board meeting on Nov 10 where the board will review the budget as a group.
- There was a brief discussion on the current budget relative to post-COVID changes such as headcount changes and other inbound expenses/programming (e.g. volume of field trips, many designated for younger grade classes who missed out during COVID to catch up for lost time). No major flags to raise for now, however as we plan for the future we will want to align on areas of prioritization (e.g. community connection, simplicity).

<b>VII. Auditor's Report</b>	<b>Jennifer Baskin</b>
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- No updates.

<b>VIII. OCC PTO Engagement Lead Report</b>	<b>Ward Bullard</b>
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- **OCC Campaign Financials:** OCC Campaign Drive participation was strong. The campaign fuels the vast majority of PTO programming, so debriefing on areas of improvement will provide good insight for future year campaign efforts.
  - Last year, Oak Knoll PTO share of OCC dollars achieved \$116K of completed and pending gifts by campaign end, and \$134K a month after campaign end. This year, Oak Knoll TPO share of OCC dollars achieved \$104K of completed and pending gifts by campaign end, and we project similar trailing donations (e.g. non-promised/pledged corporate matching) to land at \$119K a month a month after campaign end.
  - We project year-end donations to close at \$125K (goal: \$131K). We will find out more by the end of this month when matching gifts catch up.
  - Other learnings: We ended the campaign in September rather than October, which has both upsides and downsides. Participation hovered at 56-57% before rallies, and ultimately landed at 65% participation rate.
  - There was a discussion about setting up a community event to celebrate the campaign's success, thank donors, and give transparency into PTO dollars received after the check is presented from the OCC to the PTO President and Oak Knoll Principal. We discussed ideas for continued messaging to the community on how OCC donations are real dollars coming back to the school.
- **Ollie Mascot Volunteers:** To solicit more Ollie mascot volunteers, we plan to create a sign-up sheet targeting the broader community and including a calendar of events for when we need Ollie mascot volunteers. We discussed including this in the weekly Oak Knoll newsletter.
- **OCC PTO Engagement Lead role impact and campaign retrospective:** The involvement from this role to bridge the school community, MPAEF, and the PTO has been instrumental for the campaign's success so far this year, with other elementary schools expressing interest in learning more about Oak Knoll's campaign tactics. This process allowed the OCC PTO Engagement Lead to understand how the role can team up with the PTO and MPAEF to divide campaign drive tasks. There was discussion on a shadowing opportunity next year, to work alongside the OCC PTO Engagement Lead and learn the inner workings of how to manage necessary partnerships across school community/PTO/MPAEF, and the possibility of MPAEF School Liaisons taking on more responsibilities such as scheduling and procuring campaign materials (e.g. bookmarks, signage, lemonade). The OCC campaign was a high priority for the school this year; we will continue ideating ideas for driving participation rates and connecting the community with the PTO to empower all parents as members of the PTO. There was a discussion on match concept literacy, how to connect with those on the fence about donating, reviewing and how to address feedback from the campaign Text-a-thon, and a casual movie night with a small, purchasable snack

(popcorn) component that feels accessible and festive to drive awareness and bite-size participation. Movie night idea logistics was also discussed, including cost and procurement of projector/speakers, popcorn, rights to play the movie, and ideal lighting conditions relative to time-of-day during different seasons.

<b>IX.</b>	<b>MPAEF School Liaison Report</b>	<b>Aly Gay</b>
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- **Increasing Campaign Planning Runway:** Since MPAEF roles are voted in by the end of the school year, building out an early action plan for knowns (e.g. bookmark/trading cards procurement, pep rallies scheduling and music) at the end of the school year would allow the MPAEF School Liaisons to hit the ground running for the following year’s OCC campaign in the Fall. There will be some unknowns that will need to wait until the start of the new school year (e.g. participation match date) however early planning for knowns would make the process more efficient.
- **Campaign Summary:** We achieved 65% of goal from the latest MPAEF participation rate update, and 85% of goal including corporate matches and on-off donations.
- **Other Events:** No updates for Fun Run or Auction in the Spring. On Tues Oct 18 and Tues Oct 25, dine-out at Amici’s donates 25% of orders back to MPAEF schools. MPAEF schools also earn 100% of purchases at Theresa’s Antiques.

<b>X.</b>	<b>Teacher’s Report</b>	<b>Celeste Lopez</b>
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- No report.

<b>XI.</b>	<b>Oak Knoll Administration Report</b>	<b>Karen Clancy</b>
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- **Emergency Plans:** Emergency Plans and coordinating with Oak Knoll School Resource Officer (SRO), Officer Brunicardi, are underway.
- **School Staff Halloween Theme:** On behalf of the school staff, Oak Knoll Administration is excited to reveal the staff-wide costume theme for the Oak Knoll Halloween parade on Oct 31.

<b>XII.</b>	<b>Conclusion &amp; Review of Action Items</b>	<b>Becky Bullard</b>
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- Action Items:
  - Becky Bullard, PTO President, to share some of the student information collected during Lion King auditions with the broader community.
  - Becky Bullard, PTO President, and Meredith Nonnenberg, Vice President, to clean up and centrally digitize knowledge for PTO Committee Chair roles and responsibilities.
  - Ward Bullard, PTO Engagement Lead, to develop the post-OCC campaign display and partner with Laura Low Ah Kee, Communications Chair, on a school newsletter blurb for Ollie mascot sign-ups.
- Next PTO Board meeting is on Thursday 11/10/22 at 8:15 am in the Oak Knoll Office Staff Room.
- Next PTO General meeting is on Wednesday 11/16/22 at 8:15 am in the Oak Knoll Big Gym.
- Meeting adjourned at 9:52 am.

Respectfully submitted,

Cindy Tsai  
PTO Secretary