

Oak Knoll PTO
Minutes of the Regular PTO Executive Board
April 18, 2018
8:15 – 10:00 AM
Oak Knoll – Staff Room

2017-2018 Executive Board Officers:	
Christa West, President	Katie Gardner, Communications Chair
Jenny Buddin, Vice President	Kristen Gracia, Oak Knoll Principal
Janelle McCombs, Parliamentarian	Leah Kessler, Oak Knoll Assistant Principal
Katherine Robinson, Secretary	Trish Stella, Teacher Representative
Renee Gorzynski Bache, Treasurer	Rebecca Emery, MPAEF Representative (Envoy)
Julie McEvilly Roman, Financial Secretary	Karen Dobbyn, Auditor

Absent: Leah Kessler

Quorum present: Yes

I.	Call To Order, Welcome, & Introductions	Christa West
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The meeting was called to order at 8:23 AM by President Christa West.

II.	PTO Board Meeting Minutes – Approval	Katherine Robinson
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The March 2018 PTO Board Meeting minutes were approved by the board at 8:25 AM.
 Karen Dobbyn will take notes at next meeting.

III.	2017-18 Treasurer’s Report	Renee Gorzynski Bache
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- No more revenue coming in. March was the last month during which we typically receive matching donations.
- Accountant’s costs: ~\$4000; in the future we will need to budget ~ \$3000-3500 (less than this year since there were set up costs).
- Science Fair: expenses still coming in; it is likely we will meet this year’s budget.
- Fifth Grade End of Year Party: re-naming this event as “Field Day” to more accurately describe and account for it.
- Friends and Family Day:
 - stayed within the budget
 - accounting for the book donations at this event will be adjusted so the book sales revenue will offset the school’s expense in purchasing them. Renee will reimburse the Library line item in the PTO budget (that is for books and the Mega Party).
- Old checks received by PTO: Renee will work with the accountant to reconcile the old checks that have not been cashed, to cancel some out as needed, etc.

IV.	Discussion of accounts	Renee Gorzynski Bache
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- Conducted analytical review of specific programs to determine budget vs. revenue/expenses.
- Volleyball
 - Budget: \$2000; TeamSnap bill of ~\$1000 is still pending.
 - Revenue: \$3981.98
- Book Fair
 - This year there was \$1605.16 in revenue which resulted from a cost savings because of re-use of a prior Book Fair’s theme. In the future, this budget will likely be used for decorations for a new theme.
- Fall Family Picnic (name to be updated in Program expense line item)
 - Activity Expenses: \$1296.29 for activities

- Total expenses were \$4773.89 (mostly food which is a pass-through cost)
- Musicals
 - 3rd Grade Musical: every third grader included this year as part of 3rd grade curriculum; move this to School Musical expense line item for next year.
 - Revenue: \$327.42
 - 4th & 5th Grade Musical: optional student participation
 - this item should be moved to Programs expense line item if PTO decides for next year to have this program function like an after school program where students pay to participate.
 - Beauty & the Beast revenue and expenses are still pending.
 - Noteworthy Art
 - Anticipated \$11K revenue and received gross revenue of \$9437.00; after expenses, made \$7125.60 in profit.
 - PTO's goal is to only fundraise through the Campaign, so:
 - Pricing:
 - We should review the price per card packet (\$15).
 - We could price out how much the packaging would cost if we want to look into a different process.
 - Volunteers
 - We need to confirm that the layout person will continue to donate his service.
 - Process is very volunteer-labor intensive; a different process may require fewer volunteers.
 - Various ideas about necessity for volunteers in the classroom; most teachers can manage the students' drawing process on their own but some parents enjoy this opportunity to be in the classroom.
 - Savings account
 - Funds are from years of rollover.
 - Funding model has changed over time. The savings the school had earmarked for big expenses like computer carts, playgrounds, etc. are now paid for by the District.
 - Special projects requests:
 - Determine process for evaluating and approving/rejecting
 - What financial limits can be put in place to approve requests under a certain amount?
 - How did we vet the costs and bids?
 - Should funds only be allowable for durable goods (e.g. sun shades, sand boxes, etc.)?
 - Budget increases: could potentially use some savings to increase budget for 18-19 for certain expense line items.

V.	Teachers' Update	Trish Stella
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- Covered during Oak Knoll update.

VI.	Other PTO Updates	Christa West
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- Cafe Carrello has confirmed that we have paid for the October invoice.
- 5th Grade Outdoor Ed: PTO provided a thank you gift of \$100 gift certificates for all 5th grade teacher participants, except two teachers who only spent ½ the time there received \$50 gift certificates.

VII.	MPAEF Update	Rebecca Emery
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- Early Registration for the Run ends today at 12:00. Come to the festival afterwards which is open to anyone.
- Wine Walk is June 2 on Santa Cruz Ave.
- Raised \$400K at the Auction.

VIII.	Parent Education Updates	Jenny Buddin
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- May 2 - 6:30 PM. Erik speaking about transitions for 4th, 5th, 7th, and 8th grade transitions.
- There will be a pickle tray.

IX.	District Council Update	Janelle McCombs
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- PTO Slate for next year - still looking to fill the Vice President position which is a 3 year role.

X	Oak Knoll Update	Kristen Gracia
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- Staff Development day Collaborating Around Student Outcomes (CASO):
 - Focus on strategically planning instruction for students.
 - Teachers met in grade level and cross-grade level groups; specialists met together.
- Safety Communication: sent this morning asking parents to report unsafe behavior so the school can follow up and keep the students safe.
- Mix and Mingle (parents' night out): K-3 this week at the Dutch Goose.
- STEAM on the Knoll: the school is running this event.
- Oak Knoll receiving a Kent Award from San Mateo County for the Embracing Our Differences program.

XI.	Community Campaign Update	Erik Burmeister
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- Presenting Joint Campaign 3.0 idea to clarify why fundraising is so confusing, why there are so many asks, why the campaign takes so much organization, etc.
- Met with district principals to make sure they are on board and to clarify that PTOs still have the budgets they need, etc.
- "Community Campaign: Madness or Genius? We'll see."
 - Timing will not work for 18-19, so this will be considered for 19-20.
 - Pilot: PTO, MPAEF volunteers and staff, and District leadership.
 - GOAL: Effort to make messaging more clear, fundraising easier, and volunteering more enjoyable and manageable.
 - Isolated to fall fundraising season for both PTOs and MPAEF.
 - Ensuring each PTO has the money it needs for the work it does.
 - Raising the same amount or more, from the same people, for the same benefit - OUR KIDS - just raising it slightly differently.
 - Initial Agreements:
 - One Community. One Cause.
 - PTOs and MPAEF will sign an MOU.
 - PTOs will continue to elect Campaign Data Analysts and Campaign Marketing Lead.
 - PTOs and MPAEF will retain their separate 501c3 statuses and fundraising ability.
 - No changes in data privacy.
 - Parent donors during the fall campaign will give ONE donation to the MPAEF-PTO Community Campaign.
 - First \$250 of each donation for each child will go to the child's school's PTO. Remainder will be retained by the MPAEF.
 - PTOs get 2 disbursement checks from the Campaign - one in the fall for initial \$250, and a second in March which will reflect the matching fund contributions.

- Donors will receive one thank you letter and receipt from the Community Campaign on behalf of the MPAEF & PTO and under the MPAEF's tax ID#. PTO may send a separate thank you letter but no receipt.
- Data Privacy
 - Data will be shared by the joint MPAEF/PTO membership committee just like it has been with past membership teams.
 - Each school team will see its own data by family but only aggregate data from other schools.
 - Families will be coded; only their schools will see their contributions.
- Budgets
 - PTOs will still own their budgeting and priorities in partnership with their site's principal.
 - PTOs will still raise their funds at the start of the year and spend those funds in the same year.
 - MPAEF will still raise their funds for a grant to be used the following year.
 - District will assume ownership over the non-overnight field trip budgets (all expenses and transportation) for elementary sites and some staffing for Hillview to ensure enough funds for the remaining site priorities.
- Start up costs
 - ~\$20,000 for marketing, collateral, and supplies.
- Calendar pilot:
 - Shortened schedule: August 1 - October 5 for the campaign this year.
 - Concurrent campaigns
 - Schools will data pulled on specific dates (e.g. May 15, August 15, etc.); these pulls are not reliant on classroom assignments which is very helpful process-wise.
 - Fundraising calendar established and to be followed so parents will not be constantly asked for funds.

XII.	Adjournment	Christa West
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President Christa West adjourned the meeting at 10:27 AM.

Respectfully submitted,
 Katherine Robinson, PTO Secretary
 Date approved: 6/6/2018