

## Ivy Elementary School PTO

### October Board Meeting

Tuesday, October 17 at 6:30pm

School Library

Board Members In Attendance: Wesley Alter, Mairi Townsend, Jill Hutchko, Stacy Benefield, Elizabeth Pagels, Alexandra Marold, Jordan Zarwel, Lexy McCallum, Hilary Ritt, Maggie Valente, Lyndsey Cain, Virginia Carew, Jen Underwood, Michelle Sallans

Community Members In Attendance: Keri Hall

1. *Meeting called to order at 6:35 pm*
2. *Getting settled – Greetings and getting to know you questions*
3. *Motion to approve September 2023 minutes made by Lyndsey, 2<sup>nd</sup> by Mairi, minutes approved*
4. *6:35-6:40 Open Forum for PTO Members – None present*
5. *6:40-6:50 Principals' report (Mrs. Underwood and Ms. Morris) – Ms. Morris not present. Mrs. Underwood reports that she and Ms. Morris circled back w/ team leaders about the garden – we can take the metal railing off the garden and would like to move forward with raised beds. Mairi asked if they're going to be fenced. Wesley said we are in the process of determining what to do with the garden. Mrs. Underwood said raised beds were successful at Woodbrook. Mrs. Underwood reported on the middle and high school cell phone policy that would soon be implemented at Ivy as well. Mrs. Underwood reports that Kelley Hathaway is out and will be back in Nov., Mr. Coleman is helping to cover for her. Mrs. Underwood reports that Mission BBQ from the PTO was amazing, the teachers really enjoyed it. Next up hospitality will be supporting the parent-teacher night on October 24<sup>th</sup>. Mrs. Underwood reports that the last bus route has been filled – we don't have any empty routes. The morning care has concluded due to the bus route being filled.*
6. *6:50-7:25 Officers' reports*
  - a. *Presidents (Wesley and Michelle) – Wesley mentioned that we are killing it and shared a list of shout outs for accomplishments we've made (i.e. Flick on the Field, Fun Fair, new website, email addresses, new checks ordered, filling every role on the board). Wesley/Michelle picked out the things that needed discussion to include on the agenda. The email address issues have been resolved. If you haven't activated your ivypto email address, please activate it. Michelle mentioned the links might be expired but she can set up a new one. Several questions from the group around this, Michelle explained the group vs the individual emails, and will reset any that didn't receive the email. Michelle said Wesley/Michelle will see if the bigger events like Ezone might need their own email. Lexy & Hilary asked to have Lexy added to the fundraising group so her emails for silent auction can come from that email. Wesley said do all of your PTO business in those emails, so the history is there for the next person to fill the role. Jordan asked if we should forward emails from before these were set up, Michelle said we could load those into Drive. Each group has a Drive with subfolders for*

*things like events. Everybody should have permission to load & edit things to the folders except for the treasurer folder. Some of the stuff from the old drive has been transferred over. Lyndsey mentioned the MLSPTO addresses are still active, and we'd agreed to keep them for at least a year. She had them forwarded to everyone's personal emails and asked if we wanted to forward them to the new IvyPTO emails. She's going to change them to forward to the groups. She will not update forwarding to defunct addresses like boxtops. Michelle and Wesley will start sending communications to these email addresses instead of our personal ones as of tonight. Wesley – has started emailing committee chairs for outreach/events today to let them know about the new email addresses. Lyndsey asked about the accounts like Mailchimp that are tied to old email addresses, and Wesley said that they were assigned to be updated by several different individuals.*

- i. We are absolutely CRUSHING it! We have so many accomplishments from this past month, we couldn't list them all in our agenda. Thank you to EVERYONE for your hard work, coordination, creativity, patience and commitment.
  - ii. Thank you for your officer reports! They were very helpful in informing us of your progress and issues. For the agenda, we've pulled items that we felt needed to be shared with the entire board.
  - iii. We had a herculean effort by Lyndsey Cain, Michelle Sallans and her husband Andrew Sallans to get Google for Nonprofits activated and verified. (This accomplishment allows us to finalize our ivypto.org email addresses and shared drive.) Please make sure you have activated your account.
  - iv. Thanks to United Way Day of Caring volunteers for cleaning up the front of our school and the school garden.
- b. Secretary (Maggie)
- i. Nothing to report
- c. Treasurer and Assistant Treasurer (Stacy and Rachel) – *Stacy said nothing to mention that is noteworthy that isn't on the agenda. Wesley passed around the current account information for everyone to look over and mentioned the only expense over \$500 right now was from the Fun Fair. Stacy updated our tax exemption status. Stacy mentioned we are registered at Target, but other places we need to use the debit card or get a check from Stacy.*
- i. Budget is approved and Stacy and Rachel are putting it into QuickBooks.
  - ii. Stacy updated our tax exemption status. (Just in the nick of time before it expired, thanks!) Let her know if you have a large purchase, and she can help you use our tax exemption.
  - iii. Last month's bank statement is attached.
  - iv. Required notification of an over-\$500 expense: reimbursing Mairi for Fall Fun Fair expenses
- d. Co-VPs of Volunteers (Lexy and Jordan) – *Lexy offered thanks to everyone who has been helping to fill volunteer roles. Hilary found us an Annual Fund chair. We have over 30 art print volunteers, just missing one for Ms. Nicol's class. Jordan*

*has plugged in some volunteers for library and art helpers. Lexy talked about bringing back the silent auction and is seeking 1 or 2 board members to help build a committee for the event. Not looking for people to solicit donations but looking for people to organize and do marketing. It doesn't have to be board members, but the commitment/drive needed might be stronger with us.*

- i. Vacant volunteer positions
  1. Annual Fund Chairperson
  2. Art Print volunteer for Ms. Nicol's class
  3. Committee members (to support Lexy in her role as Auction Fundraising Chairperson)
- e. Co-VPs of Communications (Lyndsey and Elizabeth) – *Lyndsey shared that there are some updates to the communications guide, and Wesley will give us new pages for our binders next meeting. The google doc should've been shared with everyone on the board. Our Instagram is doing really well. Please follow us on Facebook/Instagram and engage with them. Jordan asked if we could pass on community things too or just Ivy PTO events. Elizabeth & Lyndsey both said to send them those things and they will determine what avenue those should be posted on and when. The website is finished. Lyndsey sent out a 10-minute tutorial on the website so we would have the knowledge of how the website is done.*
  - i. Committee chairs have received the Communications Guide. Please confirm with them that they understand the guidelines and support them by helping to connect them with Lyndsey/Elizabeth.
  - ii. Website revamp is complete! Please familiarize yourself with our new website and its content.
- f. VP of Fundraising (Hilary) – *Hilary had 2 updates. Community Partners in Education has done great. We brought in over \$8000 with a goal of about \$2000. One thing to note is that we won't push it hard for the rest of the school year. If someone wants to sign on, they can, but they wouldn't get the benefit of being on the banner. This program has a ton of room to grow next year and should be started earlier. Lyndsey asked Hilary to let her know of any new partners that need their logos added to the website/newsletter. Annual fund – the timing is different this year. It will open on Giving Tuesday, and comms will start 2-3 weeks before that. Talking points will be sent out – our role as a PTO is awareness and understanding of what the annual fund is and what it's for. We included photos in the last newsletter of what we purchased for the school last year. It will run through the start of the Holidays. Wesley asked if it'll run through the school year or not, they will talk about it later.*
  - i. With had a huge success with our Community Partners in Education (annual sponsors) program. We have over \$8,000 in revenue from these relationships. A big thanks to Katie Watts (CPE Chairperson), Hilary, Lexy, and Mairi for reaching out to so many businesses!
- g. Co-VPs of Outreach (Jill and Alexandra) – *Jill let us know that everything is going well so far. Teacher/staff appreciation is going well so far. Already did 2 stock the teachers lounge rounds and it's gone really well. Mrs. Underwood said there are*

