

Crossfield PTO

Meeting Minutes

November 13, 2014

Present:

Suzanne Nordfelt, President
Julie Dann, VP Fundraising
Beth Malara, VP Events
Nikki Evinger, VP Communications
Jennifer Leo, Treasurer
Katherine Scott, VP of School Involvement
Caryn Danoff, VP of School Involvement
RV Yoshida
Mark Granieri
Dorothea Iverson
Thaisa York

Next meeting: December 11, 2014

I. Announcements

- Suzanne thanked staff for all their work and making the PTO's job easier

II. Discussion

- Mrs. York
 - Cool to be Kind Week is next week
 - Discussed ways to incentivize teachers to hand out STAR stickers
 - \$100 for gift card incentives are available
 - Include some additional information in the KIT about Cool to be Kind Week
 - Coffee for bus driver breakfast – very popular
 - There will be two more this school year, PTO to fund
 - Need a few more parents on the PBIS Committee
 - Book Fair Questions – the PTO asked Mrs. York how we can help parents at Crossfield that might need free books from the book fair and will work to start implantation in the spring.
 - The PTO asked if it would help Mrs. York if there was a liaison to keep us in the loop on needs of families from Crossfield
 - All overflow from food and clothing drive will go to Mosby Woods Shelter
 - Programs will meet with Mrs. York to discuss how we give after school program classes to families with a need
 - Mrs. York would like to have the “Random Act” money to be used for summer camp

- Mr. Yoshida
 - Discussed staffing issues at Crossfield
 - Wish List for Dave Daniels – would like help in brainstorming
 - Thank you for Boosterthon
 - Leadership Team Meeting
 - Reviewed and update vision for school
 - Suzanne asked how we can get more teachers at Book Fair and other evening events
 - Can we incentivize teachers with gift cards, monitor recess, etc.
 - Tie in book fair with another event – i.e. teachers reading to kids in pajamas?
 - Have Beth/Events alert staff of good opportunities for teacher involvement
- Mr. Granieri
 - discussed a dress code at Crossfield
 - Reviewed Rachel Carson's dress code
 - School Plan
 - Is on Crossfield ES website
 - Reading and Math goals for 3rd Graders
- Treasurer
 - From Boostethon we have netted about \$28k
 - All went smoothly
 - Donations are still coming in
 - Update on Accountant search
 - Have possibly found one
 - Need to update Crossfield PTO by-laws
 - Cash - \$81K in bank account
- Programs
 - Online registration
 - Improving the process for Chess/FLEX registration
 - New session starts on November 17
 - Promote on:
 - Website
 - FB
 - Newsletter
 - Justine reviewed winter programs being offered
 - Mr. Yoshida would like us to look into Odyssey of the Mind
 - We are also looking into the National Geographic "Geography Bee"
 - Reviewed Program Facilitators (one volunteer per day)
 - Do we need them?
 - Save about \$1,000 a year to eliminate
 - Would teachers like to help?
- President
 - Please update your committee chair descriptions
 - Update website to facilitate recruitment
 - By laws need to be reviewed

- Need a working session to discuss
- Events
 - Book fair was a great success
 - Format was better with checkout in gymnasium
 - Sales were down from last year possibly due to:
 - Oakton football game
 - 6th grade fieldtrip
 - One less day of sales during the week
 - Pizza overages went to homeless shelter
 - We netted about \$4k with almost 15K in gross sales
 - Can we pre-pay for food?
 - Skate Night
 - Dec 9th 6:45
 - Set up a pre-pay form via wufoo & stripe
 - WCES is a great way to get the word out on events
 - Bingo & Bake Sale
 - Jan 23
 - Basketball Game
 - No response from Fox Mill
 - Diana Brown will be leading effort for the internal event
 - Still flushing out details
 - Need a high school gym
 - Maybe South Lakes or Rachel Carson
- Communications
 - Facebook page to remain closed to comments
 - Will get the county guidelines and not tag pictures
 - PTO disclaimer has been removed from website, programs, etc.
 - Will let committee chairs know of new procedures
 - Opt-Out procedures
 - School will do it on paper at beginning of year
- Fundraising
 - Boosterthon was a great success
 - Navy did an arm chair fundraiser and was successful
 - Look into for future events at Crossfield
 - Very few complaints via formal channels
 - Fall fundraiser plans need to start in spring
 - The PTO needs to promote how we benefit the school and families
 - Publicize what the funds went to from Boosterthon
 - Newsletter, website “did you know” section
 - Recommend one fundraiser per year
 - Square one Art
 - Orders due on 11/17
 - Spirit Wear Orders
 - Process needs improvements
 - Missing orders

III. Decisions

- Minutes from the October 11, 2014 Meeting were approved

IV. Action Items

- Set up meeting to discuss a stage at Crossfield
- Set up a meeting to review Crossfield PTO By-Laws

V. Attachments

- Winter 2015 Programs Offering
- Budget
- Profit and Loss
- Profit and Loss Detail
- Balance Sheet