

**Kyrene de la Sierra
P.T.O. General Meeting Minutes
Tuesday, April 19, 2016**

Meeting called to order: 4:33 P.M.

Attendees: Scott Shelberg, Shannon Reagan, Niccoli Anderson, Tara Belino, Kimberly Tussing, Robin Carey, Alison Pinkston, Amanda Holtom, Marilyn Wheeler, Meredith Stam, Denise Allen, Ted Gonzalez, Joelle Green, Monica Gellman, Victoria Wong, Melody Troehler, YaVonne Maclin, Joy N. Cole,

Kyrene School District Guests: Ted Gonzalez and Joelle Green, head of the Sponsorship and Advertising Program at Kyrene School District

- Ted and Joelle were there to introduce themselves to the PTO and inform us of a new program called the Sponsorship and Advertising Program. They wanted to address any questions or concerns the PTO might have regarding advertising and sponsorships. They work under the District CFO, Jeremy Calles.
- The Kyrene School District is looking to transition sponsorship responsibility from the Community Education Department to their CFO, Jeremy Calles.
- This program is looking at more permanent marketing fixtures e.g., The Lakeshore Learning Library at Sierra. They are working on growing this program to more traditional types of advertising e.g., ads on busses, website banners, naming rights, sponsorships of fields, or fence lines. However, nothing is definite; this will need to be approved down the road. Smaller business sponsorships as we've done in the past are still welcome.
- Joelle and Ted have been creating a database of local businesses in the Kyrene Community. They are able to reach out to these businesses that are willing to contribute and support schools that we might not be aware of. Our PTO along with other school's PTO's will be able to use this database as a resource for fundraising beginning next year.
- The advertising money or naming rights funds we are able to raise will directly benefit our school; Mrs. Conner will be able to tap into or use them at any time.
- They emphasized that they are here to help and support us with our fundraising, not to compete.
- They're providing window clings to businesses that donate to show they're a Kyrene School District supporter.
- Monica mentioned the need for legal paperwork and information to give businesses, especially the businesses that donate larger sums. Sierra hasn't previously had large advertising donors and feels this could be necessary. Joelle and Ted agreed to send us the legal agreement template the district currently uses.
- Joelle brought up the company Tuft and Needle; they give 25% of all of the sales that use a specific Tuft and Needle code that will be advertised on our PTO website. They also donate a mattress we could raffle or auction off. Joelle shared with us a brief story of how Tuft and Needle originally got started.

Shannon started the meetings attendees' introductions.

Treasury Report: Kimberly Tussing

Beg. Balance: \$40,708.41
Total Income: \$20,810.56

Total Expenses: \$23,093.99
Ending Balance: \$66,150.22

- Kimberly reviewed the income and expenses for the prior month (see banking summary).
- Teachers are spending their APEX money on classroom supplies.
- No invoice has been received for the screen rental for Movie Night. The company had mentioned since the screen wasn't used this year they were going to deduct this yrs. rental cost from next yrs. rental cost.
- PTO purchased a new laminator for the school (\$1,329.80).
- Amended budget for gift to school from \$6K to \$8k to cover the kindergarten patio umbrellas (\$1,048.00).
- Library furniture has been picked out. Scott let us know that Lisa is very excited to share the final decision with us, so he will let her do the honors.

Board Nominations for next year:

President: Shannon Reagan
Vice President: Mitch Klann
Treasurer: Alison Pinkston
Financial Administrator: Meredith Stam
Secretary: Kimberly Brown
Co- Communications Coordinator: Niccoli Anderson and Pam Lang
Volunteer Coordinator: Tara Bellino

- Shannon mentioned all positions can be co- chaired. She's really hoping for a co-chair for President who could just take over for her next year.
- Amended Bylaws- they currently stated a board member can hold a position for two continuous years. The approved motion to accept changed them from stating two continuous years to three continuous years. This will allow Mitch to hold the position of Vice President for another year.

Ongoing Business:

Staff Appreciation Week:

- Gift cards are desperately needed for Staff Appreciation Week, week of May 2nd.
- Food truck will be here on Wednesday, May 4th, all staff will get a pretzel and lemonade.

BOGO Book Fair:

- BOGO Book Fair with Scholastic will be the week of May 9th. Amanda is going to have it open May 6th, the night of Gallery Night as well. Volunteers are needed for this night and the following week as well.

Spirit Wear:

- Next year's Spirit Wear will have a pre- stocked inventory instead of ordering "per order" as the year's before. This change will have sizes available for parents to view prior to purchasing. Spirit Wear could also include a lightweight sweatshirt to be delivered around Turkey Trot time.

Supply Packs:

- Alison has been working with the supply pack vendor. She is just waiting for confirmation that the link to the ordering website is working and then fliers can be sent home.

Restaurant Night:

- Upcoming restaurant nights-
 - Yoasis, April 20th- 27th. This should be a good money maker for us.

- Texas Roadhouse, May 3rd.

5th Grade Celebration:

- Karen Pettit is doing a great job taking over 5th Grade Celebration. It's going well.

Gallery Night:

- Gallery Night and Learning Celebration is May 6th. Amanda mentioned Mrs. Maki- Tiede really needs help mounting art work, which can be done anytime. She gave us a brief description of what's involved and how easy it is to do.

Movie Night Recap:

- Movie Night went well despite the quick change to move it to the MPR due to weather. Many people commented they couldn't hear the movie (mostly due to the parents talking). Everyone seemed to like having the concessions in the "table room". Mention was made again that an invoice hasn't been received for the screen rental.

Meeting adjourned: 5:29 P.M.

Respectfully submitted by,

Robin Carey
Sierra PTO Co- Secretary