

Ocean Avenue PTO

Engaging People. Building Community.

OAPTO Board Meeting Minutes

Date: January 15, 2015

Time: 6pm-8:30pm

Called by: Nanette Dyer Blake, OAPTO President

Directors in Attendance: Allison Ayan, Nanette Dyer Blake, Chip Gavin, John Gordon, Lisa Hicks, Julie Lannon, Katharine O'Neill, Erica Sabatino, Tobin Scipione, Jeannette Wycoff

Location: Home of Nanette Dyer Blake

I. Welcome (Nanette Dyer Blake)

- Auction Wrap-Up/Donor Thank You's:
 - Cricket has requested that each board member email a thank you letter to 10 Auction donors
 - She provided the list of donors, a template and instructions
- January PTO Meeting:
 - The structure of the meeting will be "Get to Know the PTO"
 - This will be a more informal social gathering with refreshments in the cafeteria
 - Board agreed we should have a template for board member introductions:
 - Key responsibilities, who you interact with, number of meetings per month, impact of your position on the PTO, how you contribute to the board, what drives you, what you like about being on the board, personal experience (stay-at-home vs. working parent, etc.)
 - Encourage people to come to the board meeting to see what it's all about
 - Invite your committees, past board members, friends, etc.
 - Let Julie know if you are interested in continuing in your position or another board position

II. Acceptance of Minutes (Erica Sabatino)

- Board voted to accept the Dec. 2014 board meeting minutes

III. Director's Updates

1. Budget/Finance Update (Chip Gavin)

- Fundraising Database:
 - Chip has been collecting contact information for anyone who has had a financial relationship with the PTO – people who participated in Original Artworks, the Auction, paid for enrichment activities, etc.
 - There is very little overlap between these groups
 - Strategize how we can use this information for call banking and the annual appeal

- PTO Financial Status:
 - Right now we have enough money to pay our expenses for the year but we want to end the year with \$7,000 in our bank account
 - We have \$30,000 in the bank: \$7,000 in savings and \$23,000 in our operating account
 - We are currently short of our net revenue by \$2,000 despite being on target for our fundraising goal
 - There is a \$500 outstanding sponsorship for the auction, plus expenses for the auction were higher than anticipated
 - On the revenue side, a Portland Trails grant came in for \$500
 - Between call banking and the annual appeal we still need to raise \$8,000
 - Each board member could have a personal “ten donor circle” for call banking with the goal of raising \$600 each

- Amendments:
 - The following budget amendments were proposed by Chip and approved by the board:
 - Add \$2,000 for enrichment income
 - An increase in revenue of \$3,050 to reflect \$2,000 from enrichment fees, \$500 from the Portland Trails grant and some other sources of income
 - An increase in expenditures of \$3,050 (food for the auction and other auction expenses, etc.)
 - Zero out the MAMM line item – move a chunk of that money into the artist residencies line item and put a little into the afterschool enrichment line item (MAMM received a \$5,000 grant and will be doing a lot of activities at OAES; the PTO wrote letters of support for the grant)
 - Special events expense area – we budgeted \$1500 but already spent \$1700 for a park bench that was ordered last spring but never paid for – the budget will show that the grounds committee spent \$2,700

- Board voted to fund a previous \$600 funding request from Dr. McGovern to purchase a world drumming set – Chip to notify Dr. McGovern that his request has been approved
- Plans Moving Forward:
 - Please check with Chip before you incur an expense
 - If offering a fee-based or revenue-generating event, it needs to be in sync with the expenses associated with those activities
 - Do we have a policy for publicizing how we distribute PTO funds?

2. Enrichment (Lisa Hicks)

- Visiting artist Lisa DiFranco worked with 4th graders from Mrs. Winship's class to perform a MLK theater workshop
- Lisa suggested that we meet with teachers in May and June to find out what they want to see for in-school enrichment
- Side x Side grant update – artists will come into the classrooms next year; there will be a teacher leader for each OAES grade who will go through a Side x Side teacher training
- Lisa is on the Side x Side committee and will be going to the trainings
- MLK Celebration:
 - Mr. Copeland will be doing a civil rights activity
 - 2nd graders are writing and reading original poetry with Mrs. McGhie
 - There will be African drumming and dancing and an art workshop facilitated by Artists for Social Change
 - Lisa will serve as the Master of Ceremonies
 - Need to know who from the board is CPR certified for when we have large-scale events
 - Also need to know where the custodian is at all times in case of an emergency

3. Communication (Katharine O'Neill)

- Katharine is using Google Analytics to figure out who is visiting our website
- Tracking for the past 30 days showed 177 separate users and 266 sessions; people are spending an average of 2 minutes on the site
- We have 430 email addresses on mailchimp – 30% of subscribers open the weekly blasts which is a typical response rate
- The most looked at pages are board positions, leadership page and newsletters
- Most people are accessing us directly

- Katharine stressed the importance of providing timely, accurate information

4. Nominating (Julie Lannon)

- Any recommendations for next year's board would be very helpful
- Nominating Committee has the following members: Gibson Fay-Leblanc, Molly Litz, Kiersten Ellis, Margaret Carignan and Nicole Gordon
- We have a system to track who we are reaching since we introduced the Volunteer Director position
- One emphasis of the Nominating Committee will be to beef-up committees to support the Directors (i.e., Auction, Enrichment, Cross-cultural, etc.)

5. Fundraising (John Gordon)

- Annual Appeal - start it this month and run it through call banking
- Put the appeal on the website and promote it through an email blast
- Follow-up with a backpack flyer and a possible mailing to last year's donors
- Call banking – John to contact David Farmer who has committed to providing matching funds; David will also be providing a training for folks volunteering at the event
- Promote the event to the community – support the event, expect a call, etc.

6. Community Building (Jeannette Wycoff)

- 20 students attended the January Walk and Roll, including kids from Portland Rec

7. Volunteers (Tobin Scipione)

- We've had 51 volunteers (36% of our total volunteer list) so far this school year, adding up to a total of 677 volunteer hours
- Tobin will send out a volunteer survey at the end of the year
- Volunteer recognition is going over well
- Tobin is exploring how to recognize volunteers at the end of the year

V. Adjourn