

Ocean Avenue PTO

Engaging People. Building Community.

OAPTO Board Meeting Minutes

Date: September 17, 2015

Time: 6:00pm-8:00pm

Called by: Allison Ayan, OAPTO President

Directors in Attendance: Allison Ayan, Chip Gavin, Lisa Hicks, Molly Anderson, Emily Bruce, Victoria Furman-Parker, Julie Lannon, Tobin Scipione

Not in Attendance: Nanette Dyer-Blake, Kerri Nicholas, Ben Grant

Guests in Attendance : Dr. Coursey

Location: Home of Allison Ayan

I. Welcome and Updates (Allison)

- Watermelon Welcome Review
 - Great event, good turnout, Kerri sends along thank you to group
 - Teachers gave positive feedback
 - Any board members with feedback for Kerri should email her

- Review of upcoming OAPTO meeting - 9/24 Thursday 6-730 pm in school library
 - Internet safety training with slide show will be presented by Krisitan
 - Addition of food to meeting
 - New sitters this year, board supported increasing rate for babysitting to \$10/hour from \$8
 - Tobin suggested directors sit with new people to reach out and make new connections
 - Molly will bring sign in sheet and childcare sheet
 - Norms will be read, welcome, board intros, Victoria will report on auction, Tobin will do shout outs, Chip will report budget, members will approve budget
 - Julie asked about keeping light tone in the meeting and how to personalize an invitation for kindergartners/new families
 - Emily felt that next year OAPTO can touch base with kindergartners earlier - in August
 - Dr. Coursey can do a robocall regarding the meeting (short messages are better)
 - 2 weeks advance notice are needed for translators
 - If people at the meeting are in distress about current busing situation, board should refer them to transportation
 - OAPTO slideshow can be shown for info on what the OAPTO does
 - Dr. Coursey can do an overview of what is happening at school

- Chip's printed budget materials will include a front page with pie charts, as well as the full budget
 - this year he will use the director responsibilities as the demarcation in the pie charts
 - Chip will send Emily the budget docs in pdf form to link to the OAPTO site
 - Budget paper print out will be approximately 5 pages of content
- According to bylaws, the budget is an action by consensus (quorum is 20 members), a hand vote is needed if there are objections, bylaws are silent on proxies
- Review of OAES Afternoon at the Red Claws
 - A Sunday 3/13 1pm is available, also one on 3/28
 - There is an OAPTO meeting on 3/10 so the 3/13 game would be a nice tie in to a 5210 type event
 - Red Claws would sell OAPTO tickets for \$6, we can sell for \$10 (or whatever we want), we can also sell 50-50 raffle tickets, Crusher can possibly come to the school
 - Board is supportive of scheduling this event
- Designing Women Event Review
 - 12/12 date is confirmed
 - No chair has been selected or confirmed
 - Volunteers needed to set up, mostly food related
 - Volunteer needed to be a touchstone for the whole day, perhaps John Gordon (Julie will contact him)
- Board contact list was handed out (Allison)
- August board minutes were accepted as written (Molly)

II. Budget and Finance (Chip)

- Discussion on 2015-2016 budget
 - Chip needs to re-create the budget due to technical difficulties
 - Chip suggested the board vote to approve the status quo balanced budget of \$37,500 which was discussed at the previous board meeting
 - Chip will send out the budget electronically prior to the 9/24 OAPTO meeting
 - Board members should send any feedback to Chip prior to the 9/24 meeting
 - board suggested that Chip add to his report to the general membership a brief explanation of how decisions are made by the OAPTO (i.e - consensus, when votes are needed, etc); Chip will do this as well as incorporate into the handout/materials
- Board approved of 2015-16 balanced budget of \$37,500

III. Communications Update (Emily)

- Emily provided a summary of expectations for the role of communications director
 - Overview of what the role is accountable for (all outbound communications - i.e OAPTO collateral, FB posts)
 - Reviewed the goals of OAPTO outbound communications
 - Key Principle - updating content across all channels simultaneously (OAPTO website, FB, flyer)
 - Chip suggested contact info be included as content in key principle, if directors who keep data sets decide what is current correct database and maintain a single data set
 - Review of the responsibilities of the role
 - FB posts, publishing email content, email/contact info list management, online tools/social networking
 - Performance reporting
 - Emily reviewed what would be needed in a communications assistant role
 - Graphic design, web experience, post meeting minutes to website (can Molly do this?), edit content
 - Robocall reminder to Dr. Coursey added to responsibilities section of handout
 - Discussion about how to have a directory for families
 - Julie and Victoria have names of people who may be able to help with graphic design
 - Added translation to the communications assistant role
 - Emily reviewed what is out of scope for the role
 - Printed backpack newsletter, seeking press coverage for events, coordinating approval of publicity material with principal
 - Chip added OAPTO google calendar to add to the role's responsibilities (Allison has been updating and will continue)
 - Emily presented 2015-2016 OAPTO content calendar - holidays, school dates, public OAPTO events as a way to look ahead to upcoming events/dates
 - Emily would like feedback on any items people want to add (enrichment will be starting 10/25, national parks)
 - Emily suggested people add comments to the Google calendar, and she will edit the calendar accordingly
 - Sent the first 2015-2016 OAPTO email to 468 people, 129 unique opens, 4% clicked (average is 29% open rate), Emily will keep working on subject lines to increase open rate
 - Board is supportive of Emily's efforts to document the communications process

IV. School Success Plan (Dr. Coursey)

- Dr. Coursey provided the board with the 2015-2016 OAES school success plan and solicited feedback on what parts of the executive summary the parents would most like to hear (in order to consolidate info)

- Emily suggested letting parents know what's working well and what's not, showing three actions/themes for current year, and addressing any risks associated with having no superintendent this year
 - Tobin suggested overview of where we are with IB, sharing the demographics of the student body, and how the extra 20 minutes in the school day is being allocated
 - Tobin suggested no review of Smarter Balance test
 - Dr. Coursey thinks 2014-2015 test results (NWEA) is a positive story to share with parents (results show an upward trajectory)
 - Chip suggested that the green box/highlighted items make good summary items
- Dr. Coursey solicited feedback on how to engage parents - coffee talks, parent advisory committee, etc.
 - Dr. Coursey finds success in taking 5 min at events where parents will already be there (maybe at the next OAPTO meeting - instead of the 5 minute "whats going on at the school" update, a summary on school success plan)
 - Coffee talks - suggestion was made to decrease the number of them, Tobin suggested in months where there are no scheduled OAPTO meetings, Emily suggested routing through communications

V. Auction update (Victoria)

- Victoria reviewed previous years notes and suggests the auction chair position ideally would be more than one year
- Lost the co-chair - Julie has stepped in to help
- Victoria would like to know what board members would like for auction roles
- Sponsors:
 - Presenting sponsor has been secured
 - Tobin and Chip talked with the donor about the district's vendors and possibly having him approach them for sponsorships or matching donations (the vendors he has relationships with)
 - Ben has reached out to law firms
 - Tim Willoughby is cold calling local businesses
 - Currently there is \$6200 in sponsorships, Victoria set a goal of \$12k
- Victoria and Julie are trying to maximize lists/data regarding last years auction and be more focused with what we solicit for donated items (effort involved versus funds generated)
- Last year the feedback was that there were too many items for bidding
- Victoria reviewed donated items stats from 2014:
 - gift card jeopardy - \$650 worth of cards raised \$345
 - \$720 raised by wine pull - maybe this year have 2 wine pull stations (white and red)
 - classroom creations \$750 - spent \$250 on supplies
 - teacher features raised \$330 - Victoria thinks more could be raised here
 - gift baskets raised \$490
- Tobin suggested an open call for donations in the live auction

- Victoria updated the board on live auction items secured: kitchen island, 4 Red Sox tickets to a weekend game, a weekend in MDI in a cabin, a 2 night stay in farm in Eastport, ball boy or girl at Redclaws, custom glass shower, large cutting board with chef pairing
- Last year there were 200 items - this year Victoria would like to aim for 80-100 items with focus on teacher features, kids art, baskets, camps
- Victoria has a list of core solicitors, each will get 5-10 business names to approach for donating items (list is pared from years passed)
 - board members (and other PTO members) will be asked re-solicit businesses from last year that we would like to renew (donations and sponsorships)
- Discussion around how a businesses sponsorship money could be directed toward certain things that the PTO funds - for example health events, walking program, or enrichment scholarships, in cases where certain businesses only donate to specific causes (i.e. - health related)
- OAPTO advertises the presenting sponsor on FB for 30 days on our FB page (Emily suggested making a page of businesses who support OAPTO)
- Dr. Coursey asked that we make sure kids are only asked to bring in items to school for the baskets are safe - no glass, etc.
- Current volunteer needs:
 - Printing needs - Victoria will delegate (set up a meeting with Gene Landry), getting collateral to the printer, bid sheets, 500 invitations, 6 posters
 - Data entry (Kristian) - item #'s, contact info, etc
 - Tobin can help get volunteers where needed
- Chip would prefer that data surrounding individuals payments at checkout get captured in a way that avoids data having to be re-entered post auction
- Tobin suggested looking at schedules for 11/18-11/19 due to the large amount of auction prep needed on those days

VI. Enrichment update (Lisa)

- 7 week after school session (Fall): Tumble Tykes, art with Artists for Social Change, basket weaving with Nana Karen, yoga, West African dance
- Lisa is confirming details about what to charge and the scholarship fund
 - OAPTO income/expense broke even last year on enrichment (both sessions)
- Lisa is thinking about November for an I'm your neighbor event
- OAES currently has art club, civil rights team, volleyball, possibly ukulele club, hip hop, mad science as after school activities
- In school enrichment focus - Lisa will find out what teachers want in their classrooms, repeat what we supported for artists and field trips

VII. Nominating Director update (Julie)

- Julie asked for feedback on how to appreciate teachers this year
- Tobin suggested a celebratory event when OAES gets IB accreditation
- Lisa suggested focusing on conference time

- Dr. Coursey suggested getting meaningful quotes from kids and parent for celebrating teachers
- Julie will review which teachers were recognized last year
- Dr. Coursey can help with people we may miss (i.e beach teachers)

VIII. Volunteer Director update (Tobin)

- Volunteer form went out and will get returned
- Whole Foods is now doing a fruit tasting monthly to get kids to try new foods - Kaitlin is going to coordinate
- Tobin would like further discussion on the issue of childhood hunger in our school - add as an agenda items for a future meeting (our school is 12% homeless 50% below poverty), snacks are needed
 - We can contact East End PTO to ask how they get food to kids
 - Can we get sponsors to provide snacks?
 - Andrea Gavin may have insight on food pantry coordinating
 - Within our own community - can we increase donations of bulk snacks

IX. Adjourn