

Foothill PTO Meeting Minutes

Thursday October 12, 2023; 1.30pm

1. Welcome (Sennen)

Attendees: Sennen Knauer, Principal; Grant Morrison, VP; Jen Mitchell, Community liaison;

Jen McCabe, Communications; Katie Schneider, Treasury; Kristen Bendele, Fundraising; Denise Stoot, secretary; Annie Weber, School Office manager

Absent: William Hamilton, President (vacation)

In absence of William, Jen Mitchell issues a motion to call the meeting to order. She also issues the motion to approve the minutes of September which was made by Denise Stoot, which is voted on and approved and seconded.

2. Officer Reports

a. Fundraising Update - Kristen Bendele reports:

- Spiritwear: Booster raised \$400 from Spirit wear so far. We need to adhere to certain periods, and cannot open/ close when we want, because they cannot do small numbers. We can schedule a month in advance anytime, open it and promote it. Suggestions for time periods are discussed. Spring fundraiser or Christmas time or other periods? It is closed now. Shipments are within 15 days of ordering.
 - Sennen suggests opening for November, before Christmas.
 - Kristen: We can open in November. People can order things for the holidays. JenMc and Grant agree and the group agrees for November.
- Pumpkin fest:
 - Katie added William left petty cash and she will pick it up. Two tables are needed for the pumpkin fest. Grant will pick up the pumpkins and he chose big ones, medium and large ones. Kristen thanks him for handling this. Avery and friends will run this event, selling donuts and cider.
- Dine outs:
 - Garret sent an email about dine outs they did at Southern Hills.
 - Sweetcow's fundraiser earned \$200, and Protos? - sending a check
 - Santos' fundraiser sent a check for \$300 .
 - Sweetcow asked about silent auction/teacher cards ready for us-? Not sure it was us. Grant said it is fun to do an auction but we have not done. Good for the Spring fundraiser. Sennen suggested a special meeting for this.

b. Treasury Update - Katie Schneider/Kristen Bendele

- Fund the Fox
 - Fund the Fox: Sennen discusses the FTF fundraiser. Idea is to take pictures of staff roles funded by FTF and publish them as a thank you:

live in action with students, etc. Also we need to reinvigorate the fundraiser and corporate giving. PTO or William must do something more to raise awareness.

- Email to parents to ask for corporate matches before year end.
JenMcCab says William sent an email to ask where we are at and if it is a good number we can send another depending on the number.
- Katie reports we are at \$ 27000 (27% participation rate). We are way less than half way through. Total goal is \$90.000
- The matching comes in after the fact. We are almost $\frac{1}{3}$ of the way. Katie suggests publishing the paypal link, no check received, Venmo link is tricky because of the handle, we do not get emails, so ask to list email. Jen MC Cabe will send out email to remind parents to donate, check for corporate match amounts and ask for small amounts as well. All amounts add up. Grant says he did not get the thermometer together yet, so not mention it in the email.
- Katie brings up that we pay \$15 monthly to the cheddar up (payment platform) maybe good to cancel. This is a question for William. Booster is attached to our website. We do not need it anymore.
- Internal Control on Funding: Katie wants to have someone to oversee her control over Venmo and Paypal. We must have internal controls. Denise will check the payments and amounts as a second officer to oversee. Print out of total received Paypal/Venmo for the next meeting, so we have amounts in our notes. Comparison of amounts received and deposited.

c. Community Update - Jen Mitchell

- Parent parties. All done and all were successful, with one first grade party having some tricky bits.
 - Notes for next year: Do not do it on a Saturday, especially on a three day weekend. JenMcCabe says weeknights are best.
 - Also do not reschedule the party if at all possible. She cannot reach only first grade parents, so the whole school will get the email.
- End of School party date:
 - Discussion about date. The last day/week in May? Foodtrucks need to be ordered for bike bonanza and end of school day. Last day is Thursday, May 23!! Before Memorial Day.
- Bike Bonanza:
 - Discussion about the date as Jen has April 24 while Sennen has May 16? Is May 16 is Foothill walk (bike) to school day. May 8th is statewide bike and roll day. Usually it is April. Who is chairing this? Email Tim Abrahms.
 - May 8th would be the best day, says Sennen. Chair needs to be chosen. ○ Katie does not see the expense line for the end of school in the budget. Bike

Bonanza is \$1200 in budget, last year it was \$800. Discussion about this, check the notes. Then maybe we combine bonanza and end of year. Last year lots of people went to North Boulder Park after the last day. So better to choose beforehand, May 16th it is.

- Volunteering:

- We need parent volunteers. Jen Mitchell says why is nobody volunteering? JenMc says 545 email addresses, and the opening rate of emails is 65-70%. (400 children in school), click rate is down to 35% so people open but half of them click through.
- Sennen says we miss Committee Chair people for events. This PTO board does not need to do details, but it must be done by Chair people of events. Katie seconds that. How can we bridge the board and one person per event. Board should not run events, but chair people. Jen McCabe reports story of MegPierson who chairs the yearbook, 20 positions are still open, But chairs also have trouble finding people. So comes back to promoting, person-to-person interaction. Most people do not open emails or follow up on these asks. Sennen says we as school ask for volunteers, and we got them. Tradition of the school runs long and maybe it is time for a survey. Running club, talent show, covid derailed this, but we can get more response from the community if we know what they want the PTO board to do.
- Discussion about what is needed and what are the pet projects versus what is benefiting the school and the kids. There is burnout if it is not doable and we are stretched too thin.
- Denise mentions that maybe one separate email for volunteering opportunities. Few years ago there were few opportunities and they quickly filled, but now it is not the case. It is cumbersome to find, well organized but maybe not known to parents there is this need. Jen McCabe says we have enough emails going out Peggy's emails go out weekly. But they are so long people do not read until the end.
- Katie says we can all recruit one dynamo volunteer and go from there. ○ Principals and teachers should also make a push. That used to be done by teachers. Post covid parents may feel less welcome. Lots of new parents that do not have that pre-covid experience that parents were much more involved. JenMcCabe says when teachers ask there are too many people. Grant says that we can ask this as a requirement. Discussion about maybe a survey and finetuning the list of events. ○ JenMcCabe asks if we as PTO can send her ideas for the survey. William will also be involved so we wait until he gets back. With 70% email opening, we get parents to respond if they will volunteer. JenMitchell summarizes this and JenMcCabe runs down a list of ideas for events, but also board questions, such as do we need our own budget, do parents want a spring fundraiser, events, auction, what do you want? ○ Sennen says the FTF goes to the school. The spring fundraiser is for the PTO to decide what to do

with the money. Lisa said we cannot overask FTF is most important. Maybe not every year needed as we just asked money for FTF staffing. Katie says if it is needed, maybe we can raise money and use a portion of the FTF for the PTO. Kristen adds this is good strategy to share with parents. Regroup this year and maybe axe the springraiser. Maybe parents will give more if they know there is only one fundraiser.

- Spring Fundraiser: Katie says it is only \$5000 for Spring Fundraiser in budget so not a huge amount. If we choose not to do it, we do not lose a lot, which we may make with another event. Maybe no pumpkins but a carnival in the fall says Kristen. Sennen loved Kristen's event with pumpkins as it was a fresh spin. Jen Mitchel

d. Communications (Jen McCabe):

- Weekly emails: Continue to ask for input on Wednesdays and if at all before Friday Jen needs response. Email gets prepared on Friday morning, and sent out on Tuesdays.
- Roles: JenMitchell brings up roles and responsibilities and clarity. Who is giving you JenMcC all the information? What does the President and VP ? Allocate the heaviness of some of the tasks to the president and VP. Volunteering used to be part of VP's role, says Sennen. JenMitchell wants clear role definitions, because she brings the events together, gets the info and needs to communicate, maybe consolidate it and the president will do the communication and work the volunteering pipeline. Because event planning is a heavy task and we need the president and VP to perhaps run the internal planning and communication. Hailey knew every detail, was on top of everything and stepped in. It will help if we have a structure, the parent survey and the roles defined. We all have to write down our own responsibilities and pain points to make this happen.
- PTO calendar: Discussion is what calendar do we refer to? Suggestion to add to Foothill Website.
- Dine Outs: Next week advertise these events. Annie Weber front office will add it to the main calendar.

e. Principal's Report (Sennen Knauer)

- Forming, norming, storming, performing - She loves the group formation. May to sit through discomfort to get to perfection.
 - Shares: yard signs about the BVSD showcase. It was well attended. A beautiful event, 56 schools in district (Sennen, Kate B., Katie Roberts, Garret Savage, Renner (parent/child representation)
 - Conferences are happening, teachers connect with parents. Fifth Grade families; principals for Casey and Centennial will come.
 - We are fully staffed. Update on Ms.Hoskins

f. President's Report (William Hamilton)

- No president's report, but will give him all the info

g. Teacher Report

- Lisa reports on the food aspect of conferences, the hot meals, leftovers eaten the next day. It is very nice to have these meals. Tierney is doing a lot of work on this, buys food and gets it.

There is a motion to adjourn the meeting and seconded.

ADJOURNMENT