

## Foothill PTO Meeting Minutes

Thursday October 14, 2021; Zoom, 5pm

### 1. Welcome (Haylie)

a. Attendees: Haylie Lott, Nick Vanderpol, William Hamilton, Monica Mount, Ranjeet Pawar, Lisa Coburn and Suzanne Larson.

b. September 16, 2021 meeting minutes approved.

### 2. Officer Reports

#### a. Fundraising

##### i. Spiritwear

a. T-Shirts are in. Information about merchandise will be in next week's newsletter. PTO will be selling spirit wear after school on Wednesday 10/20. Trying to sell in person for now. Masks should be here any day. Foxes are backordered but we should receive them by the middle of November.

##### ii. Dine Out

a. Blofish Nov. 3 @ 10%; need to mention Foothill when ordering.

##### iii. Corporate Sponsors

- a. Emailed Sweet Cow and Dish Gourmet about community sponsorship and dine out night.
- b. No Corporate sponsor checks have come in. We have Blofish donation check; verbal consent from Wong but no donation check as of yet. If Wong backs out Lisa has a back up. Revisit at the next meeting. Stephanie Stevens with Bright Eyes Photography is a possible corporate sponsor, William plans to check in with Stephanie.

#### b. Community (Lisa)

##### i. Meet the Parent parties

a. 4th grade Meet the Parents party is being rescheduled; date has not been confirmed.

##### ii. Bingo Night

a. Great outcome and attendance was very good. Nick and Willy's was hoped for but Dominos ended up providing pizza. PTO

broke even with pizza and prizes. Lisa is hoping to increase PTO profit next time now knowing how to tweak details from this experience.

c. Treasurer (Monica)

i. Fund the Fox update -

- a. Donations and participation as of Tuesday (10/12/21) are \$20K and 18% participation rate (\$3K in September not included; \$23K for year and \$5K for corporate sponsors in the pipeline). Overall, trending on par w past two years. At this point last year it was 45% participation and two years ago 60% participation. Monica is trying to dial into the amount of people needed to unlock a bigger goal. Nick offered to send a text message on behalf of the entire pto to request for donations with hyperlink to the donation site (on the last two Fridays of fundraiser); no conclusion was decided on. Additionally, it was mentioned that making a matching advertisement the last couple of weeks might be helpful in reaching more potential donors.

ii. Budget -

- a. Spent:
  - Picnic \$230
  - Cheddar Up \$15
- b. Collected:
  - Lifetouch \$1400
  - Amazon (spirit gear) \$30

iii. Yearbook

- a. Revenue and proposed changes - In previous years \$1500 was budgeted and profited. The dedication pages started a couple of years ago. The Yearbook Chair wants to increase the volume of the yearbook because not all parents have been able to make dedications. To have a hard cover and more pages the cost comes up to \$18. It was suggested that it sells for \$21. If additional dedication pages are added it evens out. Less profit but more money; result is almost the same as budgeting in the past but in a different way. 275 on average sold/ year with 476 students. Last year sold 250 and the previous year 300.
- b. Equity - For the yearbook and spirit gear, Nick wants to make sure that everyone who wants a yearbook/spirit gear will get them despite the ability to pay; "If we're selling we're giving, a

must". Roughly 30-40 yearbooks need to be reserved for families needing assistance.

iv. Kindergarten sandbox

- a. An anonymous family wants to donate this.

d. Communications (Ranjeet)

i. Update on website

- a. Google Analytics Information - Google Analytics is showing that more traction is occurring as more content is being added (i.e. clip art, pictures). This provides more information to use to our advantage as we get more comfortable with how GA works. FTF has gotten a lot of attention; 158 views. 73 new users; the average person sees 1.5 pages (Monica suggested adding a FTF link on the PTO front page next to the parent packet this month).
- b. Traction acquisition comes by mail chimp, google searching, website, etc. This helps to see who is getting invested in the website and determine exactly what we should be focusing on. For example, if we see emails working then we can aim for people going there to find information.
- c. Google search consult - showing that people search "Foothill" so we need to tweeze apart other Foothill communities from ours.

ii. Update on social media

- a. Facebook post analytics - There has been more engagement on FB overall with mailchimp; roughly 86 to 16 women to men with 336 followers in the past month.  $\frac{1}{3}$  of mailchimp email recipients. More content on site and association with FB profile needed to have less reliance on mailchimp and more reliance on website.

e. Principal's Report (Nick)

i. School status

The school year continues to be really interesting. "We're just getting sea legs underneath us this year". This was not anticipated. The building is regulated in terms of students and teachers looking more like in person learners and teachers. Foothill is not alone in regards to school based behaviors. Foothill teachers have unbelievably strong classroom management. The administration is trying to identify what the

impact of COVID is for us. We are concerned for the short term and continue to work at the district level to identify goals and strategies (i.e. k-2 literacy and 3-5 math development). “We are going to get the students to where they need to be, we will. We are throwing everything at this, it is going to happen. We have amazing primary teachers, if we can’t do it no one can.”

ii. District Strategic Plan

- a. There is a huge initiative from the district to bring individual schools in tighter alignment with the district in regards to development. The goal is to create a common experience within the schools; aligning what we teach and when we teach it. This has not been easy but there has been good, productive and engaged work.

iii. Community Liaison

- a. A position has been posted. The hope is to get the position filled by the end of the month. However, it is important to get it right; the hiring committee will not settle.

iv. Contact tracing

- a. We are working on it all of the time. Praise for Nurse Kathy for the amount of effort she is putting forth. This year the difference is to isolate the individual, not the entire classroom.

v. SAC

- a. The schedule is to be released by the end of the month. The hope is to then get on a regular accountable system. There has been nothing reliable to report as of yet.

iv. Teacher reps

- a. It’s easier to capture teachers during the day. With what they are managing, it is very hard for them to attend evening meetings.

vii. Teacher Appreciation

- a. Usually in the spring but because of the challenging year it was suggested to have a couple of small events in the fall. Likely

around conferences and holidays. Suzanne to connect with Tierney to make plans.

f. President's Report (Haylie)

i. November PTO meeting

- a. Currently scheduled for Veterans Day. Haylie and Nick will discuss further and the new date will be added to the website.

ii. Spirit Wear Sale

- a. Next Wednesday in front of the school to sell spirit wear.

g. Teacher Report (no teachers present)

3. Conclusion

a. Comments from Attendees

i. Spring events

- a. Nick suggested that if we want to consider something in the spring we need to discuss ideas in the fall. Add discussion to next month's agenda.

ii. Dates for website

- a. Make sure Ranjeet knows dates of events for the website.

4. Adjournment (roughly 6:45pm)

NEXT MEETING: November 2021 meeting to be determined; ZOOM, 5pm

PTO MEETINGS HELD 2ND THURSDAY OF EACH MONTH, WHEN SCHOOL IS IN SESSION, FROM

11:00AM - 12:30PM IN MAIN OFFICE CONFERENCE ROOM

DURING PANDEMIC, PTO MEETINGS HELD 2ND THURSDAY OF EACH MONTH, VIA ZOOM, AT 5PM

Join Zoom Meeting

<https://us02web.zoom.us/j/83618371248?pwd=ZjAyQ2VtN1V4L2RrcUtpczlvc3Vwdz09>

Meeting ID: 836 1837 1248

Passcode: d1PDmn