

Oct 14, 2014 - Beechwood PTSA Meeting

Tuesday, October 14, 2014

7:01 PM

Members Present: Katie Hamm (President), Marsha Parke (VP), Ann Randolph (Treasurer), Kristy Huljak (Secretary), Principal Baker, Nichole Wells, Kelly Grubb, Jeanne Spaulding, Casey Williams and Amy Wolfeck

Agenda Items Discussed:

1. Introductions
2. Reviewed the committee chair guidelines
 - a. Set a date early for your events.
 - b. Book location early. If at school, fill out the Facilities Form to be approved by the board. This will inform the maintenance staff. It's also helpful to email Tony Duncan if there are specific things you need for room/location set up.
 - c. Budget. Many events don't have a budget (break-even).
 - i. PTSA cannot put down large amounts of money for off site location deposits.
 - ii. Please use reimbursement form for expenses incurred and get form back to Ann via email, mail or PTSA mailbox in office.
 - iii. Large purchases can be exempt from sales tax
 - iv. Ensure checks are made out to PTSA for any income items. Checks can be left in Elementary Office with Shaun Birnidelli.
 - v. Prefer money is kept at school and not taken home. Submitted as soon as possible for deposit. Ann provided form to help count money to enable more straight forward deposit. Always have two people involved and signing the form.
 - vi. Contact Ann with any questions you may have.
 - d. Supplies are kept in the PTSA room. Please check there before you buy new supplies and return any unused or re-usable supply to the PTSA room. Contact Katie Hamm to get access to the PTSA room.
 - e. If any copies are needed, you can get the code to make copies on a school printer. There is one color copy in the Board office (Ray Wise is contact). There is also a poster maker and laminator that can be used.
 - f. Communication/Publicity. Multiple communications on events helps to generate interest and increase attendance. Some methods of communication:
 - i. Weekly school newsletters - send your information to Mrs. Baker or Mrs. Ayers by Wednesday at noon.
 - ii. Facebook. Post the pictures and tag Beechwood PTSA. Nichole will then approve the relevant postings. Any other notices that you want posted, send email to Nichole Wells.
 - iii. Monthly PTSA letter. Please sent submissions to Kristy Huljak by 3rd Friday of each month.
 - iv. Flyers. You can also send flyers home with every students directly.
 - v. Yearbook. Pictures can be sent in to Dawn Norris to be considered for inclusion to the yearbook.
 - vi. For pictures that will be posted publicly, please run the names of the children by Mrs. Birnidelli to ensure there has been consent from the parents via the consent form.
3. Tiger Trail recap
 - a. Great event and turnout. 400 people attended.
 - b. \$8800 profit made for the PTSA. Up more than 10% from last year!
 - c. Kids fun run was a success.
 - d. Planning will start much earlier for next year.
4. Membership drive
 - a. 270 signed up, down from 367 last year
5. Upcoming Events

- a. Kentucky Kids Day - One day event, Wednesday, Oct 15
 - i. Red carpet, music, balloon arch, no homework day, ice cream sandwich snacks
 - ii. Theme is superhero, no masks or capes. Superhero shirts, sunglasses permitted.
- b. Red Ribbon Week, week of Oct 27th
 - i. Dara Stiles in leading Red Ribbon Week.
- c. Santafest , Saturday before Thanksgiving, Nov 22nd
 - i. 8:30 first breakfast seating, 9am start time for 2nd seating and all other events
 - ii. Events include: Breakfast with Santa, Games, Basket raffle, Great Create student artwork silent auction, Santa's Workshop, Professional pictures with Santa.
 - iii. New this year - turkey raffle and Beechwood holiday tree raffle
- d. Conference Day Meals
 - i. Marsha Parke and Dara Stiles will send in information for newsletter/communication
- e. School Board Candidate Forum
 - i. Date TBD, trying to fit in before election, pending availability for all candidates
 - ii. Each candidate could do an opening and closing statement
 - iii. Questions will be able to be submitted early via SurveyMonkey
 - iv. If unable to set date, we may consider a written or video forum to provide the community with more information on the candidates.
- f. Future meetings
 - i. Idea was to review a children's book that may provide avenue for awareness/information on child related topics. Examples:
 - 1) My Secret Bully
 - 2) The Leader in Me
 - ii. Featured speakers
 - 1) Example was a meeting on drug awareness/heroine epidemic
 - 2) Bullying
 - 3) Internet awareness/social footprint/think before you click. For parents and kids. **There is a lot of interest in this topic.**
 - 4) Addiction
 - 5) Anxiety
 - iii. Science Night
 - 1) 6th grade science projects
 - 2) Various stations for hands on learning
 - iv. Cooking class / healthy meals at home for families
 - 1) Demo quick and healthy meals
 - 2) Availability and information from Green Bean delivery
 - 3) Portion of funds would go back to PTSA
- g. PR Ideas and utilization of social media for the PTSA
 - i. PTSA in the past has put together a schedule of school events. Goal now would be to post the information on Facebook and have it be a place people go to for information on the school.
 - ii. Consider using VolunteerSpot as a tool to get volunteers. Kristy and Katie will check into establishing for PTSA.
- h. Fundraiser ideas
 - i. Ladies night out. Divas and Darlings was event at local school district and was done at local country club or similar venue. Venue ideas: FMCC or Mercedes dealership.
 - ii. Target red card - portion of proceeds to Beechwood school. Marsha will check to see if Beechwood is

set up and if so, will send to Nichole to send a 'blub' out on the PTSA Facebook page.

- i. Open and recently filled PTSA Positions
 - i. After prom - Kelly Mulzer and Kathy Robbins
 - ii. Senior Graduation Reception - open
 - iii. Scholarships - open
 - iv. Reflections - open (may not do this year)
 - v. Mother/Daughter High School event - open
 - vi. Father/Daughter High School event - open
 - vii. Box tops - Jen Dickey
6. Minutes
 - a. Kristy Huljak submitted the minutes for the October meeting
 - b. The minutes were approved and will be provided to Joetta Browning for inclusion on the PTSA webpage.