



General Meeting **MINUTES**

October 18, 2018

- I. Call to order, **President, Jen Pontello** (Meeting was called to order at 7:02pm and quorum was established. The following members were in attendance, Kerry Cooley, Aimee Comi, Billy Walker, Carrie Hanna, Meredith Tomasulo, Jen Cody, Rachel Gary, Rosa Lovaglio, Molly Adcock, Julide Miller, Susan Simmons, Jennifer Bruzzesi, Jen Pontello, Gina Fink, JoAnne Johnson, Brody Bush, Elizabeth Bush, Kristie Munding, Gabriel Comi, Yvette Eldridge, Jen Mitkowski, Vj Chary, Kelly Manning, Kati Ashley, Donna Hancock, Jessica Straessle, Erin Staples, Michelle Wood, Nandita Theraja, Kim Depmsey- 30). Thank you everyone for coming, went around the room with introductions.
- II. Approve September minutes (posted online, motion to approve by Jen Cody, second by Carrie Hanna)
- III. Executive Board Reports

President, Jen Pontello

Let's read the PTA's **Mission** to remind us why we are all here: The Virginia PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

Kudos to Johanna Barker for being so willing to help and running concessions at both the Glow dance, and Bingo. Thank you for helping!

VP Events, Meredith Tomasulo

- Boosterthon 2018 Facts and Figures:
 - Total Amount raised: \$71,478, Pledged School Profit: \$40,343, \$99 raised per student, 2,225 total number of pledges, all in 8 days. Donor Base: 36% Parents 64% Other, Total Laps: 22,507.
 - Character Lessons 4,608 (Video's played in classrooms throughout the day)
 - 85% of parents registered their child(ren) and from that 93% of kids got donations. So out of 722 students at the school, we had 662 registered and 619 that got pledges. But out of all donations received, only 36% were from parents. That's only \$26,102. (That figure is from before Boosterthon's cut of the funds; it's \$14,530 after we take out the % paid to boosterthon this year.)
- Glow Dance recap Glow Dance was a huge success. Lots of families attended, Bach to Rock did well as DJ. The glow bar and concessions were a hit. We used eventbrite for first time and it went well so plan to use again for bingo.



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Chick Fil A wasn't very popular this time, Glory Days donated the mac and cheese which sold out.

- Monster Mash BINGO- Jen Pontello is chair. 10/26/18 6:30-8:30. Tickets are on sale now, Come in costume, pizza in the cafeteria, free face painting, volunteers are needed- all volunteers get in for free.
- Pancake Breakfast/ Holiday marketplace events Pancake Breakfast is Sat Nov 17 from 8-10am. This is a FREE Event and pancakes will be served by the AMAZING Little River staff! We are looking at getting other breakfast burritos donated and other items as well. After breakfast, we invite families to head over to the gym and visit the Holiday Marketplace, filled with handmade crafts and small business owners to shop for the perfect holiday gift. Andrea Ginty will be co-chairing the breakfast part but we still need a few volunteers to make sure the food and set up goes well. Anyone can come and shop in the gym from 9-12pm.
- December will have a movie night event. Kids will penny vote on which movie they want to see.

VP Fundraising, *Carrie Hanna*

- Chuck E Cheese Spirit Night went well, kids had fun. McDonalds Spirit Night is 11/8 from 5-8pm. Check out their newly renovated building. Drive thru counts as well.
- Art to remember is going strong. Orders must be in by 10/25. You can always upload art if you don't like what the school sent. Displays of products is in the hallway.

Treasurer, *Billy Walker*

- Budget was amended to reflect real boosterthon numbers.

Secretary, *Kerry Cooley*

Membership Chairperson, *Nandita Theraja*

Membership update 140 members- down quite a bit from last year. State has still not released template for membership cards.

Teacher membership update- we went old school with teachers since the website is giving too many error messages. We will look into paying to get the website fixed, or using another website company that costs less, and start fresh. We plan to have more details on that in December.

Volunteer Coordinator, *Aimee Comi*

- THANK YOU to those who helped for Boosterthon and the Glow Dance (Julia Mathers, Kelly Aldoriso, Michelle James, Kerry Cooley, Michelle Wood, Molly



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Walsh, Jennifer Wood, Rachel Gary, Lillian Woo, Peggy Woestman, Molly Adcock, Neetu Sinha, Gina Fink, Vannessa Calderon, Helen Kim, Jessica Straessle, Kelly Ayers, Tanya Amme, Tania Correa, Olga Ramsey, Adrienne Torres, Anne Marie Wolfe, Kelley Reichel, Andrea Ginty, Sandy Miller, Gulnaz Musa, Mike Kelly, Kristina Mirlas, Monica Downs, Amy Walsh, Michele Grosz, Brandi Adams, Erin Sterling, Carrie Hanna, Lanette McDowell, Julide Miller, Jen Cody, Janelle Irrgang, Kate Fitzgerald, JoAnne Johnson, Nicole O'Shea, Amy Heifetz)

- THANK YOU to the ladies who have been updating the marquee - Erin Sterling, Michele Grosz and Brandi Adams...they've gone out there on the hottest of days and have gotten stuck in the rain to keep the sign up to date.
- We're in need of volunteers for Bingo and that admission for volunteers is free (and I'll have a sign up on the table with the baked goods)
- We need 2 more volunteers for the Hearing and Vision Screenings
- We need a few volunteers for the Pancake Breakfast
- 5th grade promotion committee will be looking for volunteers.

After School Programs:

- Clubs have gotten off to a pretty good start. I'm currently working on a schedule for winter/spring clubs and will announce the line up at the November meeting (so come to that meeting if you'd like to hear what will be offered!).

IV. Committee Reports

SEAC Representative None

MSAAC Representative None

Appreciation Chair (New Position)

This year we are starting an Appreciation Committee- we have a few members, but would like more and need a Chair. Other chairs needed are the basketball chair and potential Boosterthon chair

V. Principals Report, Mrs. Dempsey The school is excited about the success of Boosterthon and has put together a list of items that will benefit all students. We will discuss more in a bit. October is fall conference, come in and talk to your teachers about your students progress. Monday 10/22 is a professional work day. There was a parent coffee last week to review testing in the school, and explain MAP assessments. It was a success. LRE is a voting place, so school will be closed the first Monday and Tuesday of November. Loudoun County is rolling out chrome books for each student 3rd grade and up, our school is slated for 2020.

VI. Old Business

VII. New Business

- Discussion and vote on spending PTA funds from 2017-2018 school year as well as Boosterthon funds.



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Little River Elementary School item requests using Boosterthon Funds:

- **Motion to spend on Innovation Lab: \$12,500**

Wish List for Lab		
Regular 128GB iPads	\$420 x10 (+\$50 per case)	4700
spheros	Cheaper by the Dozen (12 bots)	1400
Ozobots Evo – buy extra makers and large white paper	classroom kit = 12 bots	1200
Strawbees	4 x 800 piece	90
Knex Maker Kits	4boxes (836 pieces) at \$80	320
lego base plates	blue - 4pk (\$30) x 8	240
Legos	790pieces at \$49 x 4	200
Makeymakey	8 sets x \$50	400
Bloxels	\$22 x 12 of them	260
Keva Planks	1 set of 1,000	450
cloud tables	2 more tables	900
cushions	sets of 6 x 2	120
seating: stools	8 stools	600
seating (gumdrop)	4 gum drop stools	350
storage drawers	4 sets of 3 drawers (\$30 each)	120
Ozobot markers	4pk is \$6 x 10	60
Ipad stands to help with stop motion	8 stands x \$25	200
Coding mice	\$25 each x 8	200
Markers		100
Fastners		50
Popsicle Sticks		50
Scissors		50
Hot Glue Gun & Sticks		50
Straws		40
Connectors		100
Construction Paper		200

Motion to approve Jen Cody, second Meredith, unanimous approval, motion passed.

- **Motion to spend on Reading A-Z for 4th/5th \$2,100**

Reading A-Z is an online subscription that we get for Grades K-3 via PALS funding, but need in 4th/5th = **\$2,100**

Jen Cody motion to approve, Meredith second, unanimous approval, motion passed.

- **Motion to spend on Independent Reading Books = \$4,400**

- Independent Reading Books = **\$4,400**
 - \$500 per grade level to purchase their books = \$3,000
 - \$200 per new teacher for independent library growth
 - 7 teachers x \$200 = \$1,400



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VJ Motioned to approve, Meredith second, unanimous approval, motion passed.

- **Motion to spend on Instructional Supplies for workshop \$1,108**
 - Instructional Supplies for workshop **\$1,107.84**
 - Chart paper (anchor charts for reading instruction)
 - 32 teachers need a pad of ruled paper at \$2.31 a pad (32 x \$2.31 = \$73.92)
 - 32 teachers need a pad of unruled paper at \$2.31 a pad (32 x \$2.31 = \$73.92)
 - 6 grade levels each to get a “self-sticky anchor chart” (6pk = \$129.99 x 6 = \$780)
 - Resource Team: Online resources for OG (specialized reading materials)
 - Per account \$90 x 2 accounts = \$180 (instead of 8 accounts)

Meredith motion to approve, Jen C second, unanimous approval, motion passed.

- **Motion to spend on Flexible Seating: \$3,600**
- Flexible Seating: using an average choice stool (link below), to use as a baseline for options. **\$3,600**
 - The stool attached is \$80
 - 45 stools to divide as necessary

https://store.schoolspecialty.com/OA_HTML/xxssi_ibeSearchResults.jsp?resetSearch=true&type=search&searchType=productResults&collection=products&minisite=10206&query=1496633&idx=&relevancy=&ps=&r=&refQuery=&searchType=&minisite=10206

Meredith motioned, Jen C second, unanimous approval, motion passed.

- **Motion to spend on Document Camera: \$3,572**
 - Document Camera (support by DDI) = \$188 each x 19 = **\$3,572**
 - The school only has 13 of them due to the high cost, especially considering the ones we have been ordering are \$335!
 - This can fit under reading instruction but this tech tool is MUCH more than that!

Billy motioned to approve, Jen C second, unanimous approval, motion passed.

Total: 27,235 In total, this addresses and gives many areas of improvement and enhancements across the school and grade levels.

The PTA has \$22,826 in the account in July 2018. PTA would like to purchase using PTA money:

- Motion to spend \$500 on Indoor/ outdoor recess items for each grade, PK – 5, as well as special needs (8) = 4,000 + storage (\$500) a total of \$4500

Meredith motioned to approved, Jen C second, unanimous approval, motion passed.

- Motion to spend \$1500 on a Buddy Bench (working with a private sponsor, PTA will cover the difference up to \$1500)



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Jen Cody motioned to approve, Gabe second, unanimous approval, motion passed.

Discussion and vote on Boosterthon fun run in the Fall, 2019

Boosterthon 2018 Facts and Figures:

Total Amount raised: \$71,478

Boosterthon LIVE Pricing Scale – Based on total gross collected amount

Pledged School Profit: \$40,343

Min. Gross	Max Gross	Client %	Booster %
\$160,001	+	65%	35%
\$150,001	\$160,000	64%	36%
\$140,001	\$150,000	63%	37%
\$130,001	\$140,000	62%	38%
\$120,001	\$130,000	61%	39%
\$110,001	\$120,000	60%	40%
\$100,001	\$110,000	59%	41%
\$90,001	\$100,000	58%	42%
\$80,001	\$90,000	57%	43%
\$70,001	\$80,000	56%	44%
\$60,001	\$70,000	55%	45%
\$50,001	\$60,000	54%	46%
\$40,001	\$50,000	53%	47%
\$30,001	\$40,000	52%	48%
\$25,001	\$30,000	51%	49%
\$0	\$25,000	50%	50%

Dollars raised per student: \$99

Number of pledges: 2,225

Donor Base: 36% Parents 64% Other

Total Laps: 22,507

Character Lessons 4,608 (Video's played in classrooms throughout the day)

2018 sponsors covered the cost of the shirt, allowing every student to receive a free shirt

85% of parents registered their child(ren) and of those registered 93% of children got donations. So out of 722 students at the school, we had 662 registered and 619 that got pledges. But out of all donations received, only 36% were from parents. Parent pledges were \$26,102. (That figure is from before Boosterthon's cut of the funds; it's \$14,530 after we take out the % paid to boosterthon this year.)

Teachers are given access to STEAM videos all year round to incorporate into their classrooms

Contract info for 2019:

- *Live:* This is where Boosterthon runs the entire program, just like they did this year. They were at the school every day, handing out pledge awards, helping in classrooms, Pep Rally, Fun Run day. Sliding Scale of donations/Boosterthon. We must pay a non refundable fee of \$2000 to reserve their services. School Profit up to 65%
- *Event:* This is where Boosterthon will handle only the Pep Rally and the Fun Run. Parent volunteers would be needed to run additional programs throughout the day. We must pay a non refundable fee of \$2000 to reserve their services. School Profit up to 75%.
- *You:* Self Run event with technical support. We must pay a non refundable fee of \$1000 to reserve their services. School Profit up to 85%
- *PledgePro:* Access to their fundraising software to customize our own fundraising. Doesn't have to be a fun run - can be anything. No deposit information was available. School Profit up to 90%



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New for 2019:

Boosterthon Committee - More Parent involvement. Better fundraising, better communication, better interaction with your child.

Better details on how the money will benefit our children, update progress as we go

Continuation of the MindSpark Mystery theme. 2018 ended on a “to be continued” note.

Start announcing and advertising the program before school starts, fundraising for the t-shirts needs to happen over the summer. T-shirts cost just over \$3,000, sponsors are needed to cover the cost so every student will get one for free.

To have a successful **Event program**, you will need 3-4 core volunteers on campus daily for the 6 team days for 3-4 hours. These volunteers must be high energy! Here is a list of what all goes in to their responsibilities on Team Days:

- Make sure character videos are being played
- Popping into classrooms to update the students on pledging/celebrating them
- Creating daily communication to send home
- Creating nightly challenges for each night of the program
- Running funrun.com
 - printing reports daily
 - handing out prizes
 - confirming pledges
- Answering help desk questions from parents/teachers
- Keeping prizes and inventory together
- Making sure teachers are set up for success (daily emails, answering questions, etc.)

Min. Gross	Max Gross	Client %	Booster %
\$160,001	+	75%	25%
\$150,001	\$160,000	74%	26%
\$140,001	\$150,000	73%	27%
\$130,001	\$140,000	72%	28%
\$120,001	\$130,000	71%	29%
\$110,001	\$120,000	70%	30%
\$100,001	\$110,000	69%	31%
\$90,001	\$100,000	68%	32%
\$80,001	\$90,000	67%	33%
\$70,001	\$80,000	66%	34%
\$60,001	\$70,000	65%	35%
\$50,001	\$60,000	64%	36%
\$40,001	\$50,000	63%	37%
\$30,001	\$40,000	62%	38%
\$25,001	\$30,000	61%	39%
\$24,001	\$25,000	60%	40%
\$23,001	\$24,000	59%	41%
\$22,001	\$23,000	58%	42%
\$21,001	\$22,000	57%	43%
\$20,001	\$21,000	56%	44%
\$19,001	\$20,000	55%	45%
\$18,001	\$19,000	54%	46%
\$17,001	\$18,000	53%	47%
\$16,001	\$17,000	52%	48%
\$15,001	\$16,000	51%	49%
\$0	\$15,000	50%	50%

Event Pricing

With the Event level - at the same fundraising dollar amount we raised this year, we would have made \$46,200 vs the \$40,343 this year.

Discussion on Boosterthon:

- Boosterthon should be more transparent. They do not let families know the details of how much of each donation is going to the school.



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- Several teachers gave their feedback on Boosterthon- It is disruptive, but only for 8 days, and it works, and they think it is absolutely worth it. The company is very organized- they are in the classroom for 15 minutes a day and very flexible to help minimize disruptions. They minimized the prize distribution and would hang them on the door to be put in backpacks. The Boosterthon employees were fantastic and the kids loved them.
- On run day, some teachers want to run with the kids, requiring more parent volunteers to check off shirts.
- Move the event to October would be better for our school

Motion to approve spending \$2000 of PTA funds to pay the fee to reserve an October date of Boosterthon fun run, 28 yes, 1 no, motion passed. The Boosterthon committee will decide if they want to do the live or event level.

VIII. Announcements

Questions and Answers None

IX. Adjournment (motion to adjourn by Jen P, Jen C second, meeting adjourned at 8:43pm)