

Surfside Elementary PTO
Meeting Minutes
July 20, 2019

Attendance: Jamie Garber, Lisa Seal, Jodi Rozycki, Kristen Crivello, Kristin Schefcick, Sabrina Law, Colleen Anderson

Kristen Crivello called the meeting to order at 9:11 am. Jodi Rozycki made a motion to approve the May minutes and Jamie Garber seconded.

Kristen provided an update from Ms. Masterson, who is out of town and unable to attend the meeting. Ms. Masterson alerted Kristen to the fact that the District will provide matching funds for upgrades. Ms. Masterson is interested in getting a digital marquee for the school. Kristen asked for volunteers to form a committee to get prices, look into options, discuss Surfside's contribution, etc. Jodi mentioned that we are one of the only schools that doesn't have one. She gave a ballpark figure of them typically costing around \$20k and that this would be the time to do it because the District doesn't make this offer very often. Kristen reported that there are two application dates for funds and that right now we need to decide if the PTO would be willing to work with the school. Jodi stated that applications are due in November or January. Kristen asked the group how we could get the money for this i.e. write a check or fundraise. Kristin Schefcick was concerned about putting this project above the shade project. There was discussion about the shade project and consensus was to get with Katie Parsons to discuss current status of the shade project and funding. Jodi proposed the idea of doing a cookie dough fundraiser, despite the general consensus that the PTO doesn't do take home fundraiser. Discussion was had that doing a one-time cookie dough fundraiser for the purpose of funding a digital marquee would probably be acceptable. Jamie mentioned that she would be interested in leading a one-time fundraiser. Discussion continued about the need and cost for a marquee. Lisa brought up super sponsors and discussion was had regarding the role they could play in helping to fund the marquee.

Kristen began her President's report. She listed the open positions, which include: hospitality, mother-son event, Backyard BBQ - main chairs and sub-chairs. She stated that Amanda Buchel and Jess Holcomb have agreed to chair ice pop sales. She asked that everyone present continue to scout parents who could help fill some of the open positions.

Kristen began a discussion of needs for back to school. Sabrina reminded the group about the teacher brunch and stated that she secured some sponsorships from Sam's Club and Publix. There was discussion about doing it again and Jodi inquired about when the brunch would be. Kristen will check with Ms. Masterson about the date but general consensus was that the Meet the Teacher day might be a good day to have it.

Kristen began discussion of Meet the Teacher, which will be held August 9 from 1-2pm. It was discussed that there may be a few older t-shirts and cups to sell but that most of the spirit gear

is sold out. T-shirts are now handled by the school. Kristen will check to see if we have anything left. Discussion was had about having an email sign up and back to school packets available.

Kristen began a discussion of the back to school packet. Colleen showed a copy of what it looked like last year. Kristen started a discussion about charging for the spaghetti dinner. It was decided that we wouldn't ask for a specific dollar amount but that we would make it clear that donations were being accepted at the dinner. Kristen commented that we will make sure to make it clear what the PTO does and what the funds we raise are spent on. Jodi reminded the group of the PowerPoint that Jamie Malta did last year and suggested she might be able to tweak it again for this year. The date of the spaghetti dinner will be August 22nd, which is the same date as the first skate night. Kristen will discuss with Katy Hermann about changing the skate night date. Sabrina stated that we will have 5:00, 5:45 and 6:00 seatings per Ms. Malta and there was discussion about having trouble with seatings past 6:00 pm last year.

Kristen started discussion about the Surfside directory and asked for some background on it. After discussing the history of the directory and current needs of our school, the decision was made to cut the directory this year and re-evaluate next year if there are parents that are upset by this decision.

Kristen asked for more information on teacher gifts. Lisa informed the group that the teachers get cash at the beginning of each semester. They get \$25 first semester and \$50 second semester. She's prepared to take care of it.

Kristin Schefcick didn't have anything to contribute at this time for the vice president report.

Lisa started a discussion about what fundraisers we will have this year and if we will have super sponsors. She mentioned that box tops will take a hit due to the roll out of digital submissions. She mentioned that the coffee truck was a good fundraiser last year but that it's gone. There was discussion about Firehouse Subs being a good fundraiser last year. There was further discussion about other restaurants that might be interested in participating in a fundraiser: Cibelli's, Surfin' Turtle, McDonald's, etc. Discussion continued about it being hard on beachside business to keep being hit up by all the local schools.

Jodi brought up that we still have the movie license and asked if we want to do a Friday afternoon movie. There was discussion about logistics. Lisa will look into how much we made off of the movies in the past. Kristen suggested rotating between "kids only" afterschool and family movie nights. Group decided to continue to think about how to handle movie nights.

Jamie brought up the idea of a dance marathon of some sort. There was discussion about if we add something it has to be in the fall.

Sabrina brought up hospitality committee and there was discussion about whether she would continue as chair. Jodi commented that conference meals can be more like conference snacks, i.e. less food and more snack-like items.

Lisa brought up Box Tops again and mentioned that she will be making a flyer to explain the changes to the program. There was discussion about the changes and that we will no longer be able to have contests because the new format won't allow her to keep track of who is submitting them. She said she'll probably do two more collections and then that will be it.

Kristen brought up the PTO closet and getting items from board member garages and Janice's office back into the closet. Colleen and Jamie will help her.

Kristin Schefcick brought up that we need to continue to keep the ice pop freezer clean. Kristen commented that she would let the new chairs of the committee know that the freezer should be cleaned twice a year - winter break and end of the year.

Jodi began a discussion of super sponsors. She commented that we had 4 last year that brought in \$4k. She suggested that someone needs to see if they are interested in renewing. There was discussion about contacting current super sponsors first and then pursuing additional sponsors. Jodi forwarded Kristen the super sponsor information via email.

Jamie made a motion to adjourn and Lisa seconded. The meeting was adjourned at 10:14 am.