



**02.01.2017 PTO EXECUTIVE BOARD MEETING AGENDA**  
**9:00PM – 10:00PM | VIA CONFERENCE CALL**  
**DIAL IN: (701) 801-1211**  
**ACCESS ID: 211-341-648**

- I. Welcome and Call to Order
- II. President's Report
- III. Executive Board Highlights
  - a. Kyle/Maury – Account 7215 (Information Request and Missing Funds)
  - b. Emily
    - i. Centralized Reporting
    - ii. Deposit errors into school held account vs. PTO account
    - iii. Marathon
    - iv. Survey Results
    - v. Back to School Packets
  - c. Maury
    - i. Friday Event
    - ii. 25<sup>th</sup> Anniversary
    - iii. Sir Speedy
- IV. Other/Misc
- V. Adjourn

*(\*Please note: Agenda subject to change.)*

# Park Road Montessori

## PTO Executive Board Meeting Minutes

2/1/2017

9:00 pm

Conference Call

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### Attendees:

Toni Emehel, *President*

Maury Finger, *Vice President*

Michelle Gonzalez-Vigil, *Co-Secretary*

Kyle Kauffman, *Treasurer*

Emily Meeker, *Fundraising Coordinator*

Jodie Lowe, *Communications Coordinator*

Karen Delozier, *Social/Community Coordinator*

Melanie Francis, *Principal*

**Note taker:** Michelle Gonzalez-Vigil

## Minutes

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**Agenda item:** President's Call to Order and Welcome **Presenter:** Toni Emehel

### Discussion:

Welcome to our new Principal Melanie Francis who will join the meeting tonight as an observer.

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**Agenda item:** Fundraising Communications **Presenter:** Emily Meeker

### Discussion:

It has recently come up that some communications regarding fundraising numbers are not clear as to whether the numbers referenced are money "earned" or money actually "received". In order to clarify Dana and Emily have agreed to use consistent terminology going forward with all communications. Furthermore, all communications going forward that include dollar values will be approved by Kyle prior to distribution to ensure that the numbers are accurate and match the funds that Kyle is expecting to receive.

Action items	Person responsible	Deadline
✓ Fundraising Communications to go through Kyle first	Emily Meeker	

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**Agenda item:** Fundraising Deposits made in Error **Presenter:** Kyle Kauffman

### Discussion:

There have been a total of 4 deposits made into the CMS held account 7215 which should have been deposited into a PTO held account. The total dollar value is around \$2,000. Including the following:

\$1450 from Wells Fargo (matching)

\$200 from TIAA (matching)

\$313.97 from Panera (fundraising)

**Action items**

- ✓ Identify erroneous contributions
- ✓ Improve communications between the PTO and the financial secretary
- ✓ Revisit this discussion with Melanie at a later date
- ✓ Potentially request that a check be written in reimbursement from CMS to PTO

**Person responsible**

Kyle Kauffman

**Deadline****Agenda item:** Fundraising Update on Marathon**Presenter:** Emily Meeker**Discussion:**

Emily will be co-chairing Marathon with Jon Bontrager and they are both looking forward to spending time in the classroom and interacting with the children directly to get them excited. The question was posed if Invest and Marathon are related in terms of overall fund raising goals- for example if we did not meet our Invest goal, do we need to increase the Marathon goal to make up the shortfall? These 2 fundraisers are exclusive of each other and we do not need to adjust Marathon numbers.

**Action items**

- ✓ Emily will continue to provide updates on the progress of Marathon

**Person responsible**

Emily Meeker

**Deadline****Agenda item:** Matching Funds**Presenter:** Kyle Kauffman**Discussion:**

We are in the process of ensuring that all matching funds for PTO fundraisers will be deposited into the correct PTO held account rather than into the CMS held 7215 matching funds account. Kyle has the process established for Wells Fargo and Bank of America and TIAA are currently in progress. Emily should reiterate in her communications the need to ensure that checks are being made out to the PTO and not to PRM.

**Action items**

- ✓ Kyle will keep the committee posted on progress with BOA and TIAA
- ✓ Emily will include reminders to make checks payable to PTO rather than PRM

**Person responsible**

Kyle Kauffman

Emily Meeker

**Deadline****Agenda item:** Fundraising Survey Results**Presenter:** Emily Meeker**Discussion:**

Fundraising Chair presented the results of the Survey in PowerPoint format- see addendum.

**Action items**

- ✓ Emily will make additional recommendations based on the results of the survey.

**Person responsible**

Emily Meeker

**Deadline**

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**Agenda item:** Suggestion to Digitize the Back-to-School Packets      **Presenter:** Emily Meeker

**Discussion:**

Based on Parent feedback it has been suggested that we look at digitizing the back-to-school packets to save money and paper and make it easier to get it out to parents. Some of the forms are CMS forms, which require a signature and therefore we could not digitize them. Additionally some of the handouts may be best suited or more helpful presented in paper format.

**Conclusions:**

It has been agreed that we should review the packets and possibly streamline them or digitize what we can within the materials where appropriate.

<b>Action items</b>	<b>Person responsible</b>	<b>Deadline</b>
✓ Maury, Jodie and Emily will meet to review the packets and determine if there are any opportunities to streamline	Maury Finger, Jodie Lowe, Emily Meeker	

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**Agenda item:** 25<sup>th</sup> Anniversary Fundraising Update      **Presenter:** Maury Finger

**Discussion:**

We have enough funds now to pay for the basic garden! Brick sales for the garden have met the fundraising goal. Thanks to PTO, the sculpture is also paid for. The contractor that we had selected is no longer available. The 25<sup>th</sup> Anniversary Committee is in the process of interviewing 2 alternative contractors. On Friday (2/3/17) the sculpture will be cast in Bronze. Maury will be there to take pictures. Additionally, in response to feedback, we will be offering some discounts on brick sales for staff members and their families to ensure that the bricks are accessible, financially, to everyone.

<b>Action items</b>	<b>Person responsible</b>	<b>Deadline</b>
✓ Maury will continue to provide updates on the progress of 25 <sup>th</sup> Anniversary Fundraising efforts	Maury Finger	

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**Agenda item:** Money Handling Procedures Reminder      **Presenter:** Maury Finger

**Discussion:**

Just a reminder that whomever is responsible for a fundraiser is also responsible for collecting the money from the classrooms. Money handling procedures require a clear chain of custody for contributions, so when PTO stops into classrooms to pick up contributions for PTO fundraisers, we will not be able to accept other non-related fundraising monies.

This policy was reiterated to teachers today by Martha and also a list was provided of which fundraisers are PTO versus CMS. Basically, evening events are PTO, field trips, Autobell, school store and carnations are CMS. Yearbook will also be CMS going forward.

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**Agenda item:** Move to Adjourn      **Presenter:** Toni Emehel

Meeting was officially adjourned at 10:04 pm.

## ***Other Information***

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### **Upcoming Events:**

Welcome Breakfast for Melanie/Goodbye Breakfast for Martha on 2/3/17

### **Next Meeting:**

Wednesday April 26, 2017 PTO Meeting 8:00 AM @ PRM Media Center

### **Addendums:**

PowerPoint from Emily Meeker

Meeting Agenda



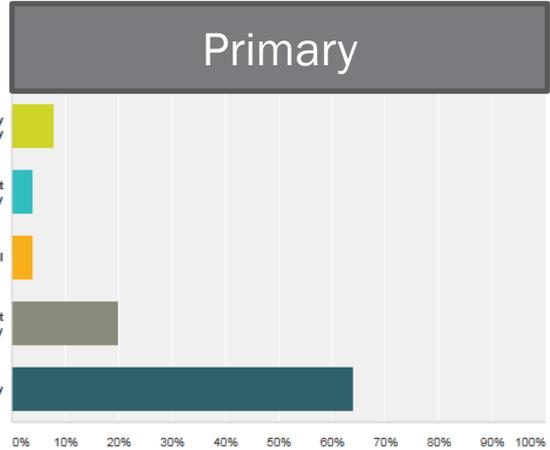
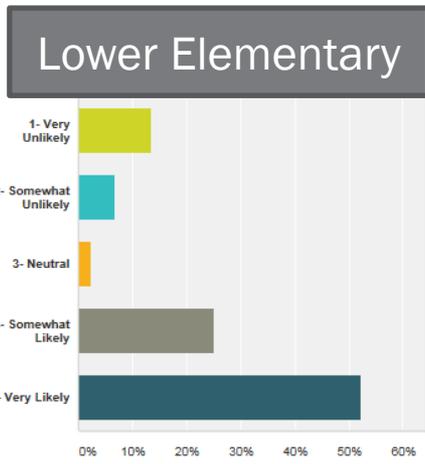
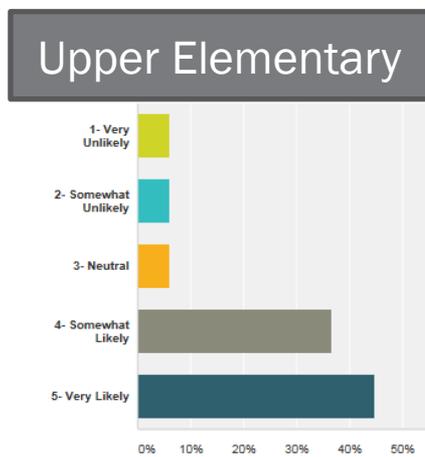
Park Road  
Montessori

# Back To School Night

2016-2017 School Year

# Overall, how likely are you to donate to our PRO fundraisers?

12% of parents are neutral or unlikely to donate



Answer Choices	Responses
1- Very Unlikely	8.00%
2- Somewhat Unlikely	4.00%
3- Neutral	4.00%
4- Somewhat Likely	20.00%
5- Very Likely	64.00%
Total	25

Answer Choices	Responses
1- Very Unlikely	13.64%
2- Somewhat Unlikely	6.82%
3- Neutral	2.27%
4- Somewhat Likely	25.00%
5- Very Likely	52.27%
Total	44

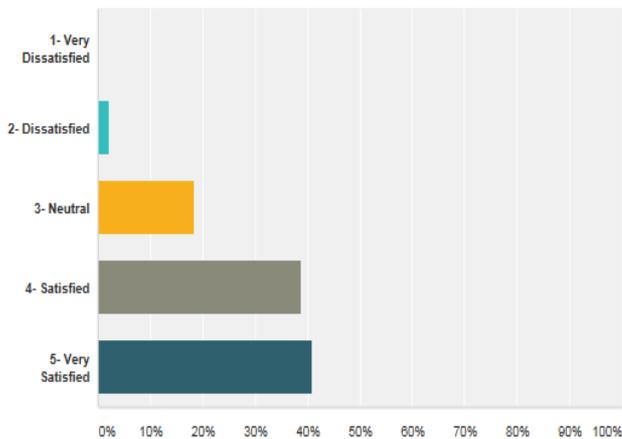
Answer Choices	Responses
1- Very Unlikely	6.12%
2- Somewhat Unlikely	6.12%
3- Neutral	6.12%
4- Somewhat Likely	36.73%
5- Very Likely	44.90%
Total	49



# Overall, how satisfied are you with PTO communications?

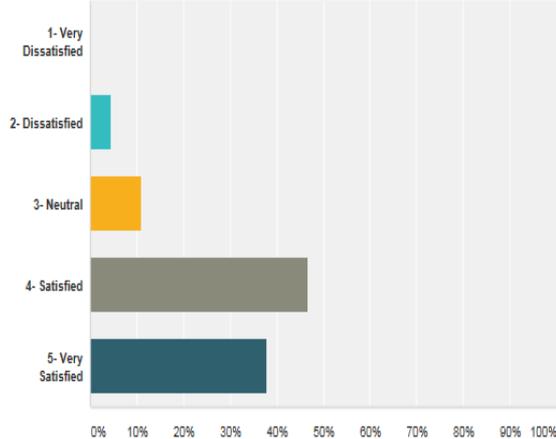
82% of parents are satisfied with PTO communications

## Upper Elementary



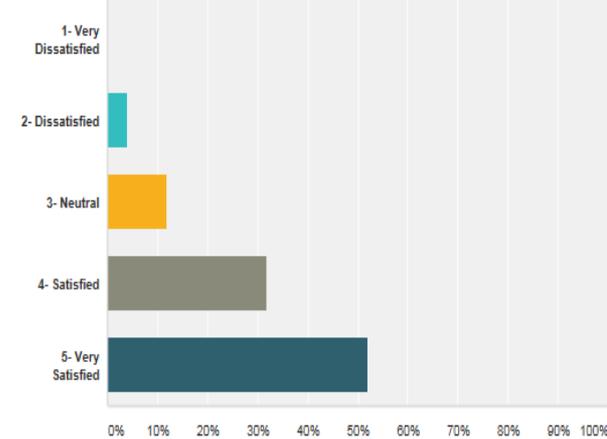
Answer Choices	Responses	Count
1-Very Dissatisfied	0.00%	0
2-Dissatisfied	2.04%	1
3-Neutral	18.37%	9
4-Satisfied	38.78%	19
5-Very Satisfied	40.82%	20
<b>Total</b>		<b>49</b>

## Lower Elementary



Answer Choices	Responses	Count
1-Very Dissatisfied	0.00%	0
2-Dissatisfied	4.44%	2
3-Neutral	11.11%	5
4-Satisfied	46.67%	21
5-Very Satisfied	37.78%	17
<b>Total</b>		<b>45</b>

## Primary

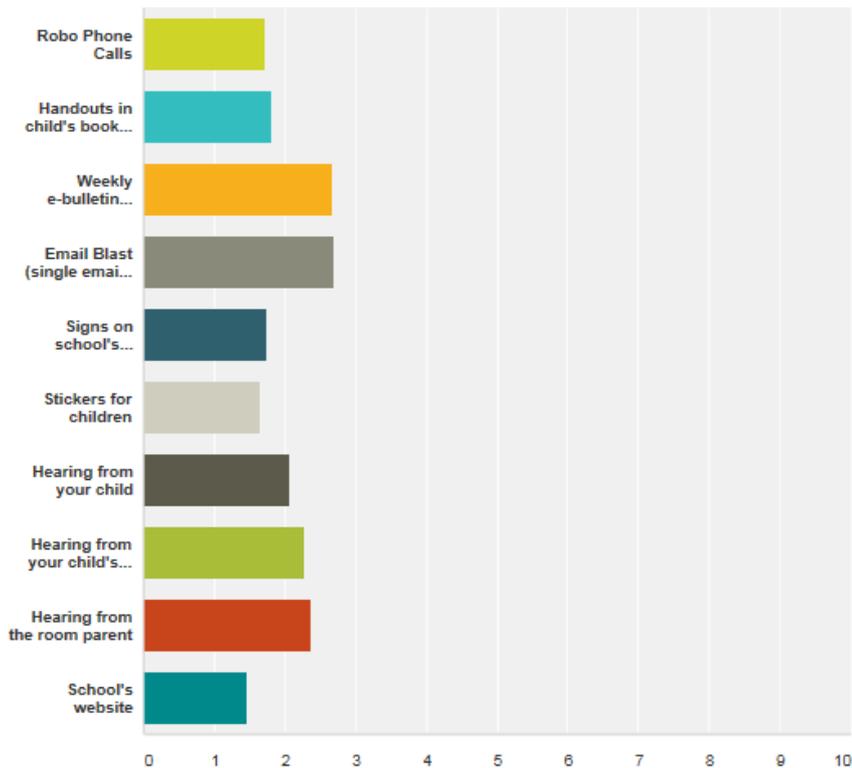


Answer Choices	Responses	Count
1-Very Dissatisfied	0.00%	0
2-Dissatisfied	4.00%	1
3-Neutral	12.00%	3
4-Satisfied	32.00%	8
5-Very Satisfied	52.00%	13
<b>Total</b>		<b>25</b>

# What is the best way to learn about PTO fundraisers? Assess our current tactics...

What is the best way to learn about PTO fundraisers? Assess our current tactics below.

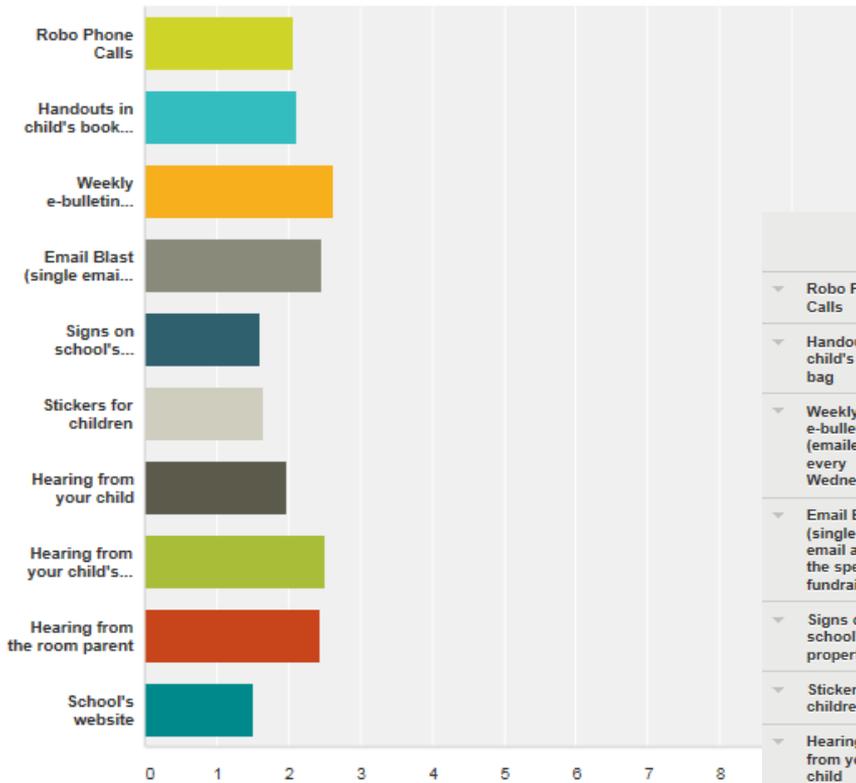
Answered: 49 Skipped: 0



Upper Elementary

	Low Impact	Medium Impact	High Impact	N/A	Total	Weighted Average
Robo Phone Calls	47.92% 23	27.08% 13	20.83% 10	4.17% 2	48	1.72
Handouts in child's book bag	39.58% 19	37.50% 18	20.83% 10	2.08% 1	48	1.81
Weekly e-bulletin (emailed every Wednesday)	6.12% 3	20.41% 10	71.43% 35	2.04% 1	49	2.67
Email Blast (single email about the specific fundraiser)	4.17% 2	20.83% 10	72.92% 35	2.08% 1	48	2.70
Signs on school's property	38.30% 18	44.68% 21	14.89% 7	2.13% 1	47	1.76
Stickers for children	51.06% 24	29.79% 14	17.02% 8	2.13% 1	47	1.65
Hearing from your child	27.66% 13	34.04% 16	34.04% 16	4.26% 2	47	2.07
Hearing from your child's teacher	14.89% 7	40.43% 19	42.55% 20	2.13% 1	47	2.28
Hearing from the room parent	12.50% 6	33.33% 16	50.00% 24	4.17% 2	48	2.39
School's website	61.70% 29	27.66% 13	8.51% 4	2.13% 1	47	1.46

# What is the best way to learn about PTO fundraisers? Assess our current tactics...

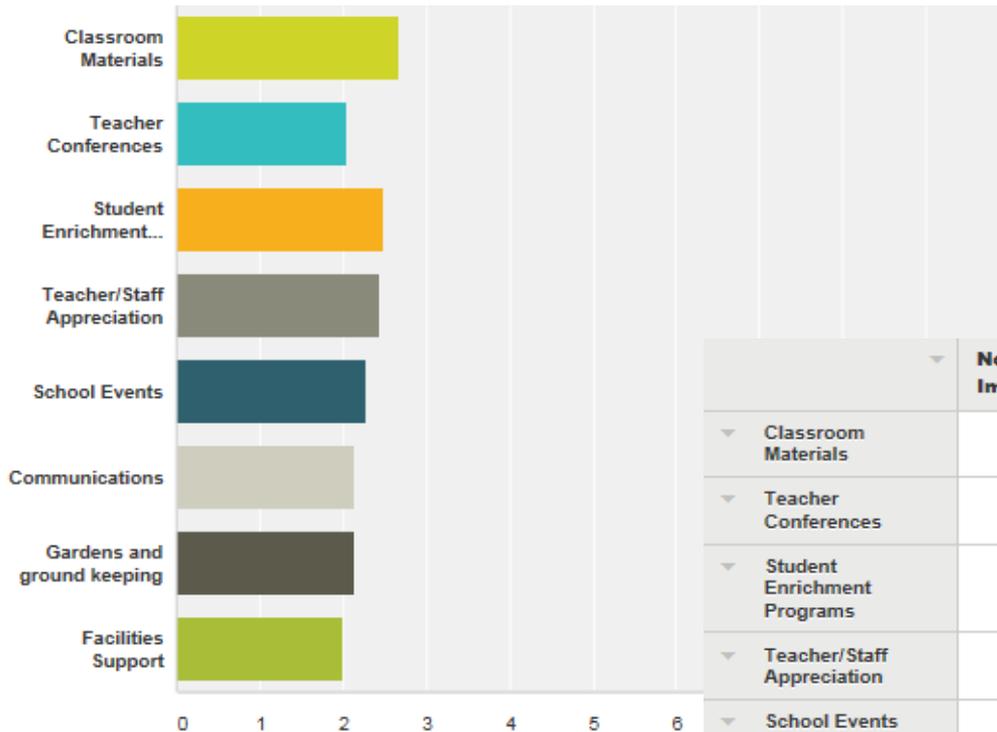


Primary

	Low Impact	Medium Impact	High Impact	N/A	Total	Weighted Average
Robo Phone Calls	30.23% 13	30.23% 13	37.21% 16	2.33% 1	43	2.07
Handouts in child's book bag	20.93% 9	46.51% 20	30.23% 13	2.33% 1	43	2.10
Weekly e-bulletin (emailed every Wednesday)	6.67% 3	22.22% 10	71.11% 32	0.00% 0	45	2.64
Email Blast (single email about the specific fundraiser)	8.89% 4	35.56% 16	55.56% 25	0.00% 0	45	2.47
Signs on school's property	52.27% 23	31.82% 14	13.64% 6	2.27% 1	44	1.60
Stickers for children	45.45% 20	40.91% 18	11.36% 5	2.27% 1	44	1.65
Hearing from your child	29.55% 13	38.64% 17	27.27% 12	4.55% 2	44	1.98
Hearing from your child's teacher	11.36% 5	25.00% 11	61.36% 27	2.27% 1	44	2.51
Hearing from the room parent	11.36% 5	31.82% 14	56.82% 25	0.00% 0	44	2.45
School's website	56.82% 25	31.82% 14	9.09% 4	2.27% 1	44	1.51

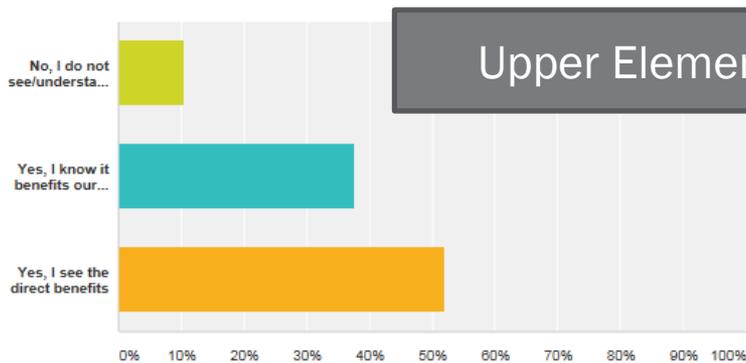
# What is the best way to learn about PTO fundraisers? Assess our current tactics...

Lower Elementary



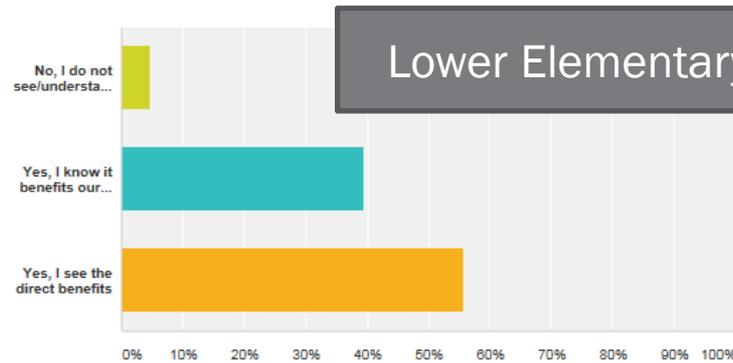
	Not Important	Important	Very Important	N/A	Total	Weighted Average
Classroom Materials	0.00% 0	32.00% 8	68.00% 17	0.00% 0	25	2.68
Teacher Conferences	28.00% 7	36.00% 9	32.00% 8	4.00% 1	25	2.04
Student Enrichment Programs	4.00% 1	44.00% 11	52.00% 13	0.00% 0	25	2.48
Teacher/Staff Appreciation	4.00% 1	48.00% 12	48.00% 12	0.00% 0	25	2.44
School Events	12.00% 3	48.00% 12	40.00% 10	0.00% 0	25	2.28
Communications	16.00% 4	52.00% 13	32.00% 8	0.00% 0	25	2.16
Gardens and ground keeping	8.00% 2	68.00% 17	24.00% 6	0.00% 0	25	2.16
Facilities Support	20.00% 5	60.00% 15	20.00% 5	0.00% 0	25	2.00

# Overall, do you see the impact of PRM PTO fundraising?



Upper Elementary

Answer Choices	Responses
No, I do not see/understand how it benefits our school/classrooms	10.42% 5
Yes, I know it benefits our school/classrooms but want to learn more	37.50% 18
Yes, I see the direct benefits	52.08% 25
Total	48

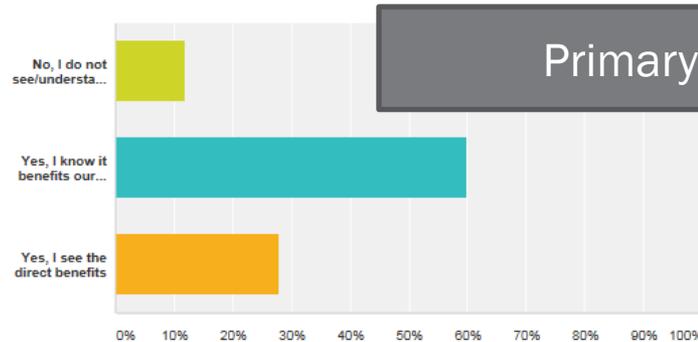


Lower Elementary

Answer Choices	Responses
No, I do not see/understand how it benefits our school/classrooms	4.65% 2
Yes, I know it benefits our school/classrooms but want to learn more	39.53% 17
Yes, I see the direct benefits	55.81% 24
Total	43

Only 8% of parents said they did not directly see the impact of fundraising.

43% of parents see the impact but want to learn more.



Primary

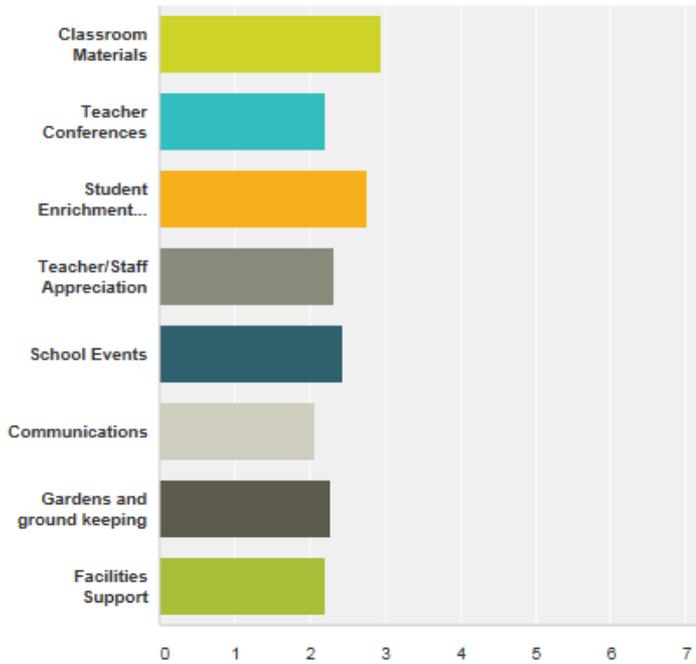
Answer Choices	Responses
No, I do not see/understand how it benefits our school/classrooms	12.00% 3
Yes, I know it benefits our school/classrooms but want to learn more	60.00% 15
Yes, I see the direct benefits	28.00% 7
Total	25

# How important is it for the PTO to fund the following:

## How important is it for the PTO to fund the following:

Answered: 48 Skipped: 1

Upper Elementary

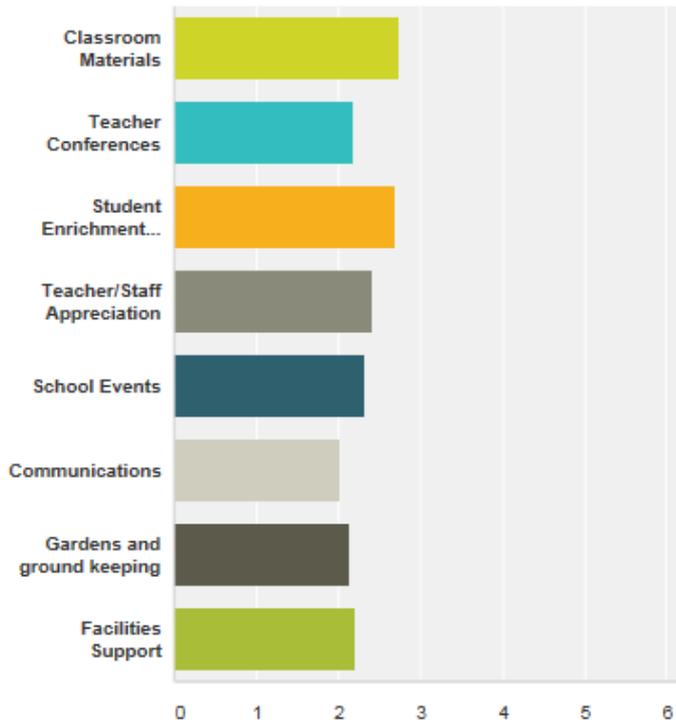


	Not Important	Important	Very Important	N/A	Total	Weighted Average
Classroom Materials	0.00% 0	6.25% 3	93.75% 45	0.00% 0	48	2.94
Teacher Conferences	17.02% 8	42.55% 20	38.30% 18	2.13% 1	47	2.22
Student Enrichment Programs	0.00% 0	25.00% 12	75.00% 36	0.00% 0	48	2.75
Teacher/Staff Appreciation	14.89% 7	38.30% 18	46.81% 22	0.00% 0	47	2.32
School Events	4.17% 2	47.92% 23	47.92% 23	0.00% 0	48	2.44
Communications	21.74% 10	50.00% 23	28.26% 13	0.00% 0	46	2.07
Gardens and ground keeping	6.25% 3	60.42% 29	33.33% 16	0.00% 0	48	2.27
Facilities Support	16.67% 8	43.75% 21	37.50% 18	2.08% 1	48	2.21



# How important is it for the PTO to fund the following:

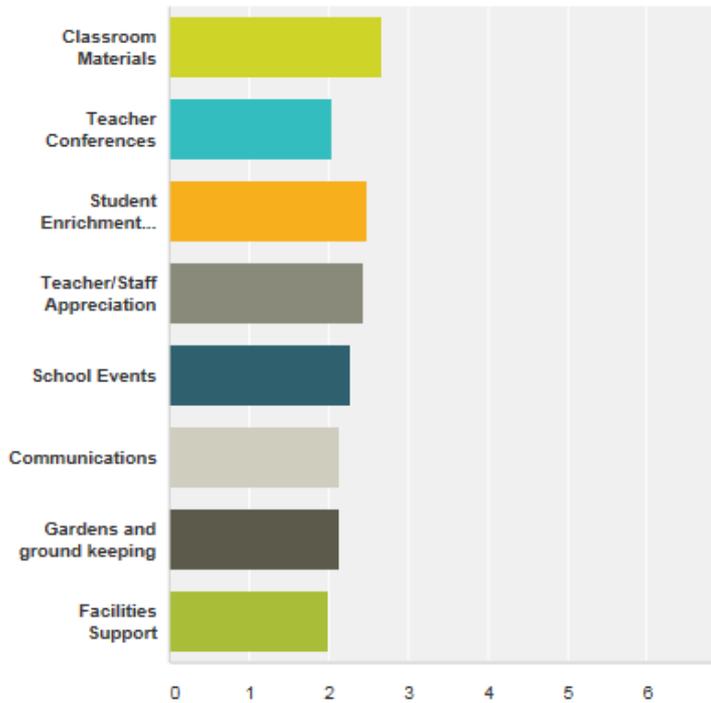
Primary



	Not Important	Important	Very Important	N/A	Total	Weighted Average
Classroom Materials	4.44% 2	17.78% 8	77.78% 35	0.00% 0	45	2.73
Teacher Conferences	15.56% 7	46.67% 21	35.56% 16	2.22% 1	45	2.20
Student Enrichment Programs	2.22% 1	26.67% 12	71.11% 32	0.00% 0	45	2.69
Teacher/Staff Appreciation	4.44% 2	46.67% 21	46.67% 21	2.22% 1	45	2.43
School Events	8.89% 4	48.89% 22	40.00% 18	2.22% 1	45	2.32
Communications	24.44% 11	46.67% 21	26.67% 12	2.22% 1	45	2.02
Gardens and ground keeping	17.78% 8	51.11% 23	31.11% 14	0.00% 0	45	2.13
Facilities Support	15.56% 7	46.67% 21	37.78% 17	0.00% 0	45	2.22

# How important is it for the PTO to fund the following:

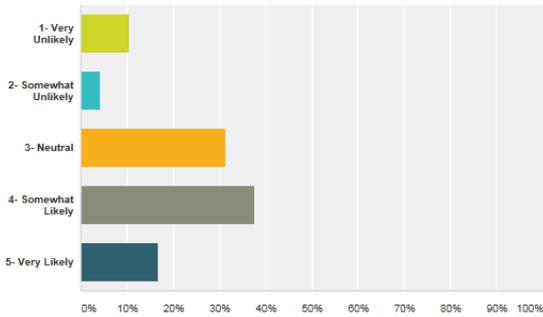
Lower Elementary



	Not Important	Important	Very Important	N/A	Total	Weighted Average
Classroom Materials	0.00% 0	32.00% 8	68.00% 17	0.00% 0	25	2.68
Teacher Conferences	28.00% 7	36.00% 9	32.00% 8	4.00% 1	25	2.04
Student Enrichment Programs	4.00% 1	44.00% 11	52.00% 13	0.00% 0	25	2.48
Teacher/Staff Appreciation	4.00% 1	48.00% 12	48.00% 12	0.00% 0	25	2.44
School Events	12.00% 3	48.00% 12	40.00% 10	0.00% 0	25	2.28
Communications	16.00% 4	52.00% 13	32.00% 8	0.00% 0	25	2.16
Gardens and ground keeping	8.00% 2	68.00% 17	24.00% 6	0.00% 0	25	2.16
Facilities Support	20.00% 5	60.00% 15	20.00% 5	0.00% 0	25	2.00

# How likely are you to support diverting a portion of the proceeds to fund school-wide initiatives that support general school needs?

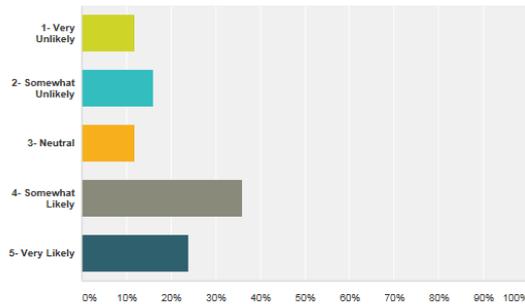
10% Very Unlikely  
 8% Somewhat Unlikely  
 24% Neutral  
 34% Somewhat Likely  
 23% Very Likely



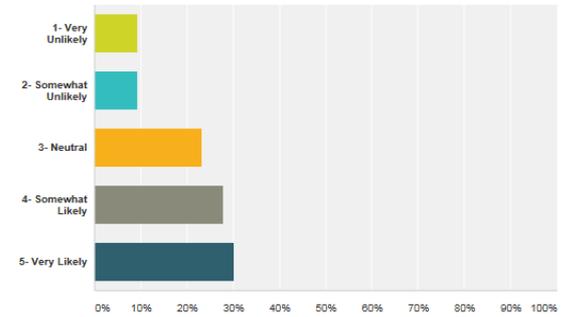
Answer Choices	Responses	
1- Very Unlikely	10.42%	5
2- Somewhat Unlikely	4.17%	2
3- Neutral	31.25%	15
4- Somewhat Likely	37.50%	18
5- Very Likely	16.67%	8
<b>Total</b>		<b>48</b>

Upper Elementary

Primary



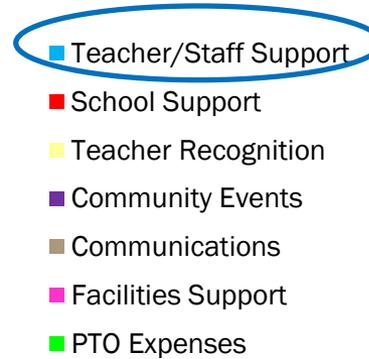
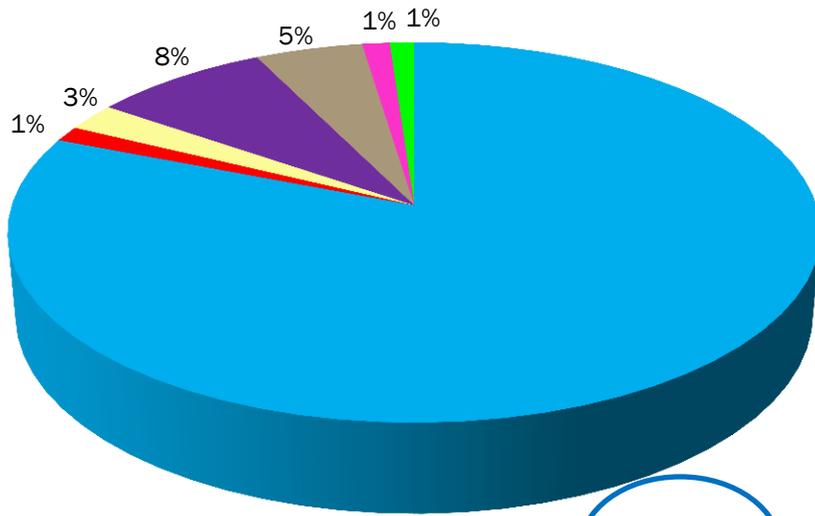
Answer Choices	Responses	
1- Very Unlikely	12.00%	3
2- Somewhat Unlikely	16.00%	4
3- Neutral	12.00%	3
4- Somewhat Likely	36.00%	9
5- Very Likely	24.00%	6
<b>Total</b>		<b>25</b>



Answer Choices	Responses	
1- Very Unlikely	9.30%	4
2- Somewhat Unlikely	9.30%	4
3- Neutral	23.26%	10
4- Somewhat Likely	27.91%	12
5- Very Likely	30.23%	13
<b>Total</b>		<b>43</b>

Lower Elementary

# 2016-2017 PTO Budget



**Total  
Budget:  
\$129,850**

81%

**Teacher & Staff Support**

- **Classroom Materials (Invest): 42%**
- **Supplements (Marathon): 28%**
- **Conferences: 16%**
- **Montessori Enrichment :13%**
- **School Office: 1%**

# Detailed Budget

2016-2017 Performance			2016-2017 Proposed Budget				
Act Revenue	Act Expense	Act Net Income	Fundraising	Cash Carryover	Bud Revenue	Bud Expense	Bud Net Income
0.00	0.00	0.00	PTO Dues		1,200.00	0.00	1,200.00
8,945.00	(6,301.00)	2,644.00	Montessori Morning		44,000.00	(28,600.00)	15,400.00
			Invest in Your Child		32,500.00		32,500.00
			Montessori Marathon		20,500.00		20,500.00
0.00	0.00	0.00	Small Fundraisers		3,200.00	0.00	3,200.00
			Merchandise		6,500.00	(5,000.00)	1,500.00
20,524.95	(5,509.57)	15,015.38	Matching Gift Fund		15,100.00	0.00	15,100.00
0.00	0.00	0.00	Spirit Nights		750.00	0.00	750.00
29,469.95	(11,810.57)	17,659.38	Net Revenue	0.00	123,750.00	(33,600.00)	90,150.00
<b>PTO Sponsored Activities</b>							
<b>Teacher/Staff Support</b>							
	(1,040.71)	(1,040.71)	Conferences	500.00	0.00	(12,500.00)	(12,500.00)
		0.00	Montessori Enrichment	2,700.00	0.00	(10,000.00)	(10,000.00)
		0.00	Classroom Materials (Invest)		0.00	(32,500.00)	(32,500.00)
		0.00	Supplements (Marathon)		0.00	(21,800.00)	(21,800.00)
		0.00	School Office		0.00	(750.00)	(750.00)
0.00	(1,040.71)	(1,040.71)			0.00	(77,550.00)	(77,550.00)
<b>School Support</b>							
		0.00	25th Anniversary		0.00	(500.00)	(500.00)
		0.00	Secondary Montessori Program		0.00		0.00
		0.00	Sculpture Fund			(750.00)	(750.00)
	0.00	0.00			0.00	(1,250.00)	(1,250.00)
<b>Teacher Recognition</b>							
		0.00	Staff Appreciation		0.00	(2,500.00)	(2,500.00)
			Bus Driver Recognition		0.00	(300.00)	(300.00)
0.00	0.00	0.00			0.00	(2,800.00)	(2,800.00)
<b>School Events</b>							
		0.00	Earth Day Celebration		0.00	(200.00)	(200.00)
		0.00	Cultural Arts	1,955.00	0.00	(5,000.00)	(5,000.00)
		0.00	Parent Breakfast Bash		0.00	(170.00)	(170.00)
		0.00	Fall Picnic		200.00	(200.00)	0.00
		0.00	Field Day		0.00	(1,200.00)	(1,200.00)
		0.00	International Spring Picnic		1,000.00	(950.00)	50.00
		0.00	Snowflake Dance				0.00
0.00	0.00	0.00			1,200.00	(7,720.00)	(6,520.00)
<b>Communications</b>							
		0.00	Web Domain/Host		0.00	(300.00)	(300.00)
		0.00	Yearbook		4,900.00	(4,400.00)	500.00
0.00	0.00	0.00			4,900.00	(4,700.00)	200.00
<b>Facilities Support</b>							
0.00		0.00	Lobby Renovation		0.00		0.00
0.00		0.00	Outdoor Environment		0.00	(1,200.00)	(1,200.00)
0.00	0.00	0.00			0.00	(1,200.00)	(1,200.00)
<b>PTO Expenses</b>							
0.00		0.00	Accounting Software		0.00	(200.00)	(200.00)
0.00		0.00	Insurance		0.00	(380.00)	(380.00)
0.00	(206.06)	(206.06)	Office Supplies		0.00	(450.00)	(450.00)
0.00		0.00	Miscellaneous Expense				0.00
		(206.06)			0.00	(1,030.00)	(1,030.00)
0.00	(1,040.71)	(1,246.77)	Net Expense		6,100.00	(96,250.00)	(90,150.00)
29,469.95	(12,851.28)	16,412.61	Total PTO Funded Activities		129,850.00	(129,850.00)	0.00



# NEXT STEPS

- ❑ **Include results of last 2 survey questions**
  - Are there any specific projects or school/classroom needs you would like to see your donations fund?
  - Please share any other comments/feedback you have
  
- ❑ **Complete Analysis of data**
  - Need to review commentary gain a better understanding of why
  
- ❑ **Determine if there are any changes or improvements we want to make**