**AJ WHITTENBERG PTA BOARD MEETING - FRIDAY, DECEMBER 6, 2024**

Board members present:

Bonnie Barr - President Cameron Brice - Principal

Mills Stover - Membership Coordinator Sherlen Crawford - VP Outreach

Jeannine Cox - Secretary Allie Munafo - Robot Ruckus Coordinator

Jessica Blake - VP Fundraising Kathryn Knott - VP Communications

Sarah Dowsley - Swap Shop

7:55 am call to order. After minor edits for last month’s minutes, a motion to approve the Board minutes dated November 8, 2024 was accepted and seconded. The minutes will be uploaded to the AJW PTA website.

Allie Munafo - Robot Ruckus Coordinator

* Date: March 28
* Tues Dec 3 > first kick off meeting committees were set, there will be assistance needed with volunteer coordination - this need will be included in a newsletter
* Ideas (and names to reach out to) for fundraising and auction items are needed
* Committees will meet in January and they need names and ideas for volunteer groups to reach out to for assistance with running booths and other things
* Sponsorships could be very useful - sponsor a game or silent auction item
	+ Keep a nice range including low dollar ($50-$100) for basket options
* Be sure to provide any feedback from last year’s RR to Allie

Principal - Cameron Brice

* Holiday break is coming up with the winter concert, a half day on Dec 20 which is uniform free (students will be invited to wear PJs, etc).

Allie Kramer - Hospitality Coordinator

* Currently working on a holiday breakfast for teachers and staff

Bonnie Barr - President

* Bingo night set for Monday January 27, this will be a general membership meeting
	+ There will be a sign in table for general members
* PTA Board members need to be there 5:15pm
* Doors open 5:30pm, Bingo starts at 6pm
* Food truck option? Pizza - $1 slice?
	+ We will advertise the dinner option to pull more people in
* We need help with bingo prizes
	+ PTA closet has some prize stuff so look there first
* Last year we had guest callers - who all can we ask?
* Crossing guard update > still ongoing discussions happening
* 5th Grade Day in May - checked with group volunteers to confirm they want to help so we’ll get a leader to spearhead
* PTA Board Nomination Committee - put feelers out there, revisit volunteer list of folks who checked they wanted to assist, start reaching out to people for interest and generate names
	+ April vote
* Online Book Fair: $130 profit, had a fair turnout
	+ Will find out if it’s cash to library or check/credit to online store (whichever Mr Ballenger prefers)
	+ Credit counts more versus cash
	+ After returning to a regular book fair, we can discuss following up with an online book fair afterwards to rally any further buys or appeal to folks who missed out
* Spirit Night recently held at Claire’s Creamery on Laurens Rd (each family who said they were with AJW, 10% profit went to the school, we made $67 profit
	+ This should have been marketed more with some more reminders
* Explore and discuss different avenues to push these important reminders out and to more people - website posts, social media posts, Mr B newsletter, Givebacks email alerts
	+ Our flyers may not be getting out in folders and then to homes
	+ Sandwich board outside works pretty well
	+ Adding to teacher weekly newsletter?
	+ Does Givebacks have a text alert option?
		- What about Imessage?
		- Could PTA create a google number to send this out?
		- Next school year idea: we can put an option on PTA member sign ups about whether you prefer text or email reminder alerts
			* Could even try this in January and preface we are trying something new
* December Birthday Club on 12/20/24 - see signup link for volunteering, 11am
* Old spirit wear - we only have very odd sizes left
	+ Could we give as part of raffle?
	+ Put in swap shop?
	+ Adult sizes can go to Mr B for identifying and giving out randomly

Kathryn Knott - VP Communications

* No updates - keep sending items to get posted and for newsletter postings, send by Thursday prior

Shannon Ellis - Treasurer

* Shannon was traveling for work and provided the itemized financials and budget overview via email - all board members need to review
* If you have a reimbursement request, Bonnie and Kathryn are approved signers and able to complete any check reimbursements since I will not be in attendance
* Our PTA is considered to be in 'good standing' and we were approved to request the debit card. I am waiting for the card to come in the mail to activate it

Jessica Blake - VP Fundraising

* Attractions Books all wrapped up with last activity (Ms Roberts pizza party) being held yesterday
* Boosterthon - currently discussing with rep
	+ Small items communication plan is in place
	+ Kickoff in January (some marketing going out before the holiday break)
* Sponsorships
	+ There will be a link for sponsors on the form being sent out
	+ The goal is to centralize the sponsor form so anyone can push this form out to any potential sponsor (not just Jessica)
	+ We currently have a starting list of businesses but we need some more names and emails so we can start reaching out
	+ Flyers will go out to each student
	+ Car tag with sponsor on the back of the tag - it would need to be one main sponsor. Ms Bonner/Ms Roth stated it would be a pain to print both sides (ink and time effort). Another school had a plastic sleeve to put the car tag in - if we utilized a plastic sleeve, then parents wouldn’t have to laminate and keep the tag from getting crinkled up. We could then use a sticker to put on the tag back to showcase the sponsor (cheaper than getting the tag printed on or branded) with the notion the company/sponsor would design the sticker

Sherlen Crawford - VP Outreach

* New reading program to start in January
	+ 7:30-8a
	+ 1st and 2nd grades
	+ Starting with 2 days a week and hope to grow to 4 days/week
	+ Looking for enthusiastic volunteers since this will be the first person the student will see for the school day, providing them with a good start to their day
	+ Current flyer is just for garnering interest and not signing up
* How can PTA be more visual and showcase the programs we are providing and coordinating new programs - we want to appeal to more people to really learn about us
	+ Can we do something within each grade to promote ourselves more?
	+ How about a school store?
		- Students can earn good behavior tickets to redeem at the school store each week (store bucks)?
		- The challenge is how to man the store and keep up with enough items to appeal to students (keep items fresh)
		- Could be snacks and coupons for extra stuff

Mills Stover - Membership Coordinator

* All PTA board members should be joined (doublechecking)
* There is a link to join PTA on the PTA website

Sarah Dowsley - Swap Shop

* Open next Friday Dec 13, including lost and found items
* We are low on certain things - bigger sizes and cold weather items (will post these needs on newsletter/media)
* Sorting through lost and found, lots of items, every item in lost and found from before Thanksgiving will be donated in January

Jamie Stover - Room Parent Coordinator

* Via written report - there has been improvement on hearing from room parents
* Working on Robot Ruckus volunteers

Spirit Wear - Drew Hincapie

* Via written report - experienced delays getting orders out especially embroidery items
* Drew went to pick up items ready and will deliver
* Need to review online order system and discuss using online order through Givebacks (which also provides simpler access for future spirit wear coordinator)

After a final word for all board members to review the upcoming calendar dates, the meeting was adjourned at 9:00am.

Respectfully submitted,

Jeannine Cox