

11/9/22 PSO Board Meeting Minutes

Attendees	
Bri Holloway	President
Georgina Westphal	Vice President
Sarah Williamson	Secretary
Synthia Jans	Foundational Events
Stephanie White	Social Committee
Victoria Winn	Volunteer & Restaurant Coordinator
Kristina Frosch	Lunch Program
Shannon Richards	Social Committee
Chris Lucius	Social Media & Passive Revenue
Shawna Zetah	School Support
Rosario Som	Uniform Exchange

Meeting called to order by Bri Holloway, President at 7:03 PM

Meeting Agenda

Read-a-Thon

- Thanks given to everyone who helped with Read-a-Thon.
- Some discussion of the total donation amount(s) collected this year. Brad was updating the PSO on amounts last week, but did not have the final tally yet. Bri is going to follow up and determine the final number. Synthia and Bri also discussed finding out what the average donation total has been for previous years of Read-a-Thon, so that we can compare this year’s total.

Holiday Appreciation

- Holiday Appreciation is the next event scheduled for this year. This will be the replacement for Snowstorm. One of the biggest differences is that while Snowstorm ran into December, this event must end November 18th.
- Maria is planning to send Shawna a QR code and an image that can be given to section parents for them to use next week, which will be the big push for this

- event. They can use this in their communication with parents. The QR code will link directly to the payment portal, where parents can make their donation.
- If anyone else has additional ideas for how to best market/publicize this event, please contact Maria.
 - Some discussion of the cost/benefit analysis for printing publicity materials for this, since it begins so soon and will only run for a week.
 - Maria has some money left over from the Read-a-Thon budget; is there a possibility that that money could be used for printing?
 - Any printing done for this event should probably be done in-house, given the short timeframe.
 - Also some discussion of the overall benefit of this event, given that we cannot do Snowstorm the same way as it has been done in the past.
 - Is this an event that is really beneficial, given the constraints on what we can and cannot do? There may be very little money raised, especially given that we've just asked parents to donate during Read-a-Thon. Is it worth it to do the event at all, or is it a waste of time/resources?
 - Synthia suggested possibly pushing notices through section parents to encourage gifting to teachers during holiday time, as a way to ease the blow of Snowstorm being canceled.
 - The main problem with this approach is the Snowstorm went out to all the faculty, including custodians, Specials teachers, ESS, etc. Gifting just to teachers would exclude others we want to celebrate.
 - Return to the topic of whether Holiday Appreciation should even be attempted at all. However, per Bri (and after a lot of discussion), we will stick with Holiday Appreciation, push it as much as possible, and try again next year.
 - Shannon points out that donations this year are capped at \$200, while in previous years there had been individual donations of \$5000+ that will not be allowed this year. It's agreed that the format and restrictions of this new event are doing a disservice to the faculty.
 - Brainstorming on ways to make this event beneficial next year can and will be done at future meetings and in the text thread.

Open Floor

- Victoria has volunteered to step up and take on the responsibility of Restaurant Night. She has talked with Leigh, gotten the overview of the position, and has already contacted three restaurants to start arranging Restaurant Nights for the spring.
 - One restaurant - Peter Piper Pizza - has already gotten back to her. They will be able to do a lunch-inclusive option (noon-8 PM), as discussed at

previous meetings, which means we will be able to take advantage of early release Wednesdays.

- Yearbook update from Ashley:
 - Has anyone tried to purchase a yearbook recently? There were some problems previously, but they seem to be resolved now.
 - Ashley has asked if we can we make a flyer for fifth grade farewells and set a price for pages. This would be Ashley's responsibility as Yearbook Coordinator, so she can do this.
 - No more full page farewells for fifth graders this year, as they took up a large portion of the entire yearbook last year! That, or they need to be priced higher.

Meeting adjourned at 7:30 PM.