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| **President** | **Treasurers**  **Treasurer** | **Co-Secretaries**  **Co Secretaries** |
| Mags Hefferon  Kelly Schoenfelt - *VP* | Doug Bergman  Tim Whitney - *Assistant* | Allison Melowsky  Aubrey Lewis |
| **Fundraising Chairs** | **Community Events Chairs** | **Communications Chairs** |
| Paul Rozier  Kanika Sharma | Christina Hayford  Jessica Zadaka | Sheena Finnigan  Cynthia Rozier |
| **School Representatives** | | |
| Emilie Knieriemen *- Teacher*  Aurora Proudfoot *- Teacher*  Dr. Joshua Marburger *- Principal*  Corrine Ulmer*- Assistant Principal*                                        Rotating Representative - *Local School Council Member* | | |

Agenda for NPTO Board Meeting on August 13th, 2024 at 6:00pm

Meeting was called to order at 6:12pm at the residence of Margaret Hefferon. Attendees:

Mags Hefferon, Kelly Schoenfelt, Paul Rozier, Doug Bergman, Tim Whitney, Christina Hayford, Jessica Zadaka, Allison Melowsky, Aubrey Lewis, Sheena Finnigan, Cynthia Rozier, Emilie Knieremen, Corrine Ulmer

* Approval of prior meeting minutes

Last meeting was a meet and greet, no minutes to approve

* Approval of meeting agenda

Motioned by Doug Bergman seconded by Paul Rozier

* President’s Report
  + Introductions of new board members and Assistant Principal Corrine Ulmer
* Mags Hefferon (President): Logan (3rd grade) works as: Orthopedic Nurse Practitioner at Northwestern
* Kelly Schoenfelt (Vice-president: Quinlynn (2nd) works as: Lab Safety Specialist
* Doug Bergman (Co-Treasurer): Griffin (4th), Gabi (1st) works as: Commodity Broker
* Tim Whitney (Co-Treasurer): Students: Sophia (5th), Bill (1st) works as: Senior Director at Slalom Build
* Aubrey Lewis (Secretary): Scout (3rd), stay at home parent
* Allison Melowsky (Secretary): Students: Parker (2nd), Zane (Pre-K) works as: Reading Specialist at Wilmette Public School
* Christina Hayford (Community Events Co-Chair): Student: Oliver (2nd) works as: Senior Research Analyst at Northwestern University
* Jessica Zadaka (Community Events Co-Chair): Students: Gideon (2nd), Aaron (1st) works as: HR Business Partner in Tech
* Paul Rozier (Fundraising Co-Chair): Students: Colette (4th), Lauren (K) works as: Software Engineer at Capital One
* Sheena Finnigan (Communications Co-Chair) Students: Tess (8th), Taig (6th), Emery (4th) works as: Program Administrator and Lecturer in the Department of History at University of Chicago
* Cynthia Rozier (Communications Co-Chair) Students: Colette (4th), Lauren (K) works as: Internal Medicine Physician at Northwestern Medical Group
* Emilie Knieriemen (Ms. Kay) 3rd year as music teacher at Nettelhorst, 2nd years teacher representative for NPTO
* SEED Update:

Training for Facilitators

* Stephanie Lowe and Roberto Lopez received scholarships to attend SEED training.
* Funding came from the school, PD funds, and the NPTO.
* The training was held in California, 70 hours of training on various themes like stories in systems, race and class, gender and sexual identity.
* Translated training into practice and received feedback during a sample session with a group of 60 facilitators.
* Offering continued support through office hours, network of facilitators, and access to library of tools and resources.

Promoting Community Engagement

* Creating a website and a new age to educate people about community history.
* Hosting an interactive poster at an ice cream social to encourage community expression.
* Displaying colorful pictures from past community groups.

Discussion on T-shirt design and bonfire store approval

* Designing a Nettelhorst T-shirt to raise awareness for the national SEED program at school.
* Mags seeking approval for the bonfire store from the LSE.
* Exploring ideas for T-shirt designs and discussing the approval process.

Designing T-shirts for Arts Festival

* Brainstorming ideas for designing t-shirts for the upcoming arts festival.
* Considering involving children in the design process.
* Exploring options for graphic designers or seeking help from Sarah at Summerfield

Updates on School Activities

* Rachel Stockley, the fifth-grade teacher, is starting a chapter for the Junior National Honor Society.
* The school paid $385 as dues for the society, and there are no charges for students to join if they meet the qualifications.
* New collapsible tables have been purchased to replace the old, heavy ones.

Discussion about fundraising approval

* Anna, the chair of the LSC, informed about a meeting next Monday at 6 pm at school.
* Fundraising activities need approval from the LSC.
* Specific details are required for approval, such as goals and Bates for open hands.
* New Tables for school events- 6 lightweight and collapsible

Purchasing Tables and Tablecloths for an Event

* Discussed purchasing tables and tablecloths for an event.
* Found a sale at Home Depot and bought six 6-foot tables for $300.
* Ordered reusable, stretchy tablecloths for the ice cream social.
* Fundraising forms need to be submitted for LSC- Bonfire Store, Dags, Helping Hands and Stallion Stampede and any additional that may be needed

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Planning for Fundraising Event

* Last year's fundraising event was held from October 16th to November 17th.
* The goal amount for this year's event will be increased by 5-10%.
* A meeting is scheduled next week to discuss the details with Josh and the team.
* Playground update- Anne and Seema will continue to head this but currently no update. josh has been talking to state reps though
* Seeking updates on playground fundraising and exploring grant opportunities.
* Considering various fundraising events, including restaurant nights.
* Aiming to secure funding from federal, state, and city sources.
* Budget for upcoming year- TBD

Budget Changes Discussion

* Discussion about budget changes in the company.
* Comparison of current budget with previous year's budget.
* Need clarification on revenue and expense figures.

Discussion on budget allocation and resource management

* Reallocating approx. $2000 in funds from one allocation to another for helping hands 2024-25.
* Reusing old banners and materials to save costs.
* Considering purchasing a plotter for printing large pieces of paper.

Discussion about sponsorship logos

* Some logos are specific to donors and can be discarded.
* Other logos can be placed on the side or added to.
* For logos that go on Broadway, it makes sense to have multiple of the same one.

Discussion on fundraising

* Considering using removable vinyl to reduce plastic waste.
* Expected shortfall is the basis for setting fundraising goals.
* Fundraising amount is not strictly fixed and can vary.

Discussion on budget and expenses

* Planning budget for bonfire, helping hands and Dags.
* ~130k is expected goal, expenses will stay around $350
* Expenses should include platform fees.

Exploring Alternative Funding Options for Creative Projects

* Discussion about alternative funding methods for creative projects, such as optional donations and concession sales, to make events more accessible.
* Considered charging a small fee for past events, but decided against it.
* Seeking input from Josh and Corinne on the feasibility of these ideas.

Discussion on School T-shirt Sales Strategy

* The idea of selling a specific number of school shirts to parents at events was proposed.
* This would prevent parents from buying shirts elsewhere and increase school revenue.
* The PTO is considering implementing this strategy and gauging its success.

Exploring Passive Income through Merch Designs

* Discussion about generating passive income through merchandise sales.
* Identifying top-selling designs and ensuring availability in various sizes.
* Considering expanding product variety, such as including sweatpants.

Exploring Design Options for Custom Merchandise

* Discussing design options for custom merchandise, including totes, sweatshirts, t-shirts, and mugs.
* Considering alternatives to Bonfire, such as other platforms that offer year-round customization and a variety of products.
* Seeking suggestions for different platforms or methods for creating custom merchandise.

Discussion on sales and revenue

* Discussed revenue from different products and sales options.
* Decided to keep the goal for Dags at 5000.
* Need to verify the revenue earned for the 'stallion stampede’.
* Google Shared Calendar: upcoming events-

New family meet and greet, ice cream social and festival of the arts

* Kelly created a shared Google Calendar for better communication.
* Encouraged everyone to add relevant information to the calendar.
* October month suggested for Open Meeting date
* Treasurer’s Report

Review of June and July Expenses

* Combined expenses for June and July due to lack of separate reports.
* Various expenses including golf cart rentals, software subscriptions,coms retainer, and event costs.
* Graduation expenses and reimbursements from Amazon.
* Received $416 in funds from Stan's Donuts, from Stallion Stampede fundraiser.
* Received rebates from United Airlines and Giftsmart.
* Incurred unallocated expenses related to Apple.
* Health, nutrition, and fitness category has a negative balance of $38.
* Seed category also has a negative balance.
* Need to reallocate funds from the general undesignated category to cover the negative balances.
* Motion made by Doug to reallocate $1000 from general funds to cover nutrition and fitness shortfall, seconded by Kelly
* Fundraising

Planning fundraising for Helping Hands.

* reaching out for help from Ann and Seema for handouts and banner.

Exploring Fundraising Ideas

* Looking at other schools' fundraising methods, such as monthly events at different locations.
* Considering the amount of work and money involved in organizing such events.
* Discussing the challenges of approaching businesses for monthly donations.

Fundraising for local businesses

* Spreadsheet of potential businesses for fundraising.
* List of businesses to avoid approaching.
* Seeking partnerships and sponsorships for fundraising event.

Restaurants' Fundraising Techniques

* Restaurants offer discounts or a percentage of sales to schools for fundraising.
* One restaurant gave a 5% discount if the school mentioned them, but it wasn't profitable.
* Another restaurant allowed fundraising again after a long time of not allowing it.
* Considering collaborating with the chamber of commerce and local businesses.
* Exploring passive fundraising options through parent night updates and business partnerships.
* Discussion about volunteer opportunities
* Suggested monthly subcommittee meetings to help with volunteer coordination.
* Volunteer coordinator mentioned in Josh's newsletter.
* Discussion about upcoming events and website updates
* Planning to hold a New Family meet and greet event this Saturday.
* Considering distributing Nettelhorst signs to new families at the event.
* Community Events
  + New family meet and greet - Saturday (8/17): will have the Nettelhorst signs for new families for free, stickers, and other swag to give out. Will also bring out chalk and balls for the kids to play with. Sent in a donation request to Stan's for donuts and coffee.

New Family Meet and Greet Event

* Holding a new family meet and greet event this Saturday.
* Considering distributing Nettelhorst signs to new families at the event.
* The previous meet and greet event was confusing and boring for families.
* Families did not get to meet their teachers or see their classrooms.
* This year's event aims to be more organized and engaging
  + Ice Cream Social - Aug 22: NPTO has a table with swag and a place for folks to ask questions. We should have some extra volunteers this day to help. Will sell Nettelhorst yard signs there - need to coordinate on payment options with fundraising!

Discussion on stickers and Ice Cream Social

* Stickers were ordered with permission for images from the bonfire store.
* 100 stickers of 5 different designs were purchased for $350.

“Back to School Bash” Event

* Swag will be available at the booth and volunteers will be present at the event for Q&A.
* Cookies, hand wipes, and water will be provided.
* Ice cream order is yet to be confirmed.
* Butterfly Breakfast - Aug 26: NPTO will be present and have Klein's donating food for it.
* Takes place on the first day of school, usually baked goods are donated.
* Festival of the Arts - September 14-15: will need lots of volunteers for shifts. Will send out a signup sheet for this. Did friendship bracelets and bookmarks last year, will do the same this year. Do we want to make popcorn again? Up to the group!

Organizing Festival of Arts

* Cynthia will post the festival details on social media.
* Students' art will be displayed at the festival.
* Designing stickers for bike bus from students' art.

Discussion about school generator

* The school had to buy a new generator.
* The old generator was not working properly.
* Outdoor movie night in September - Something we want to do?

Planning for an Outdoor Movie Night

* Discussed organizing an outdoor movie night in September.
* Considering whether to make it a fundraising event or just for fun.
* Seeking feedback from people on their thoughts and preferences.

Discussion on organizing event

* Seeking approval from school and LSC for an upcoming event.
* Considering using the back play box for the event.
* Aiming to create a fun community event with various activities.
* Swag - ordered a test batch of stickers - 100 count of 5 different images. Will order more based on what people take. Anything else we should be considering for swag?

Discussion on School Swag and Car Magnets

* Half of the students used the swag and it was well-received.
* Need more swag items like car magnets.
* Other schools have car magnets but our school doesn't.
* Discussed various car decoration ideas including decals, stickers, and magnets.
* Debated on the cost-effectiveness of different options.
* NPTO google calendar - will update for 2024-25 school year and send out. Helps us coordinate efforts, especially with fundraising
* Bike bus starts on the first friday of the school year.
* Communication Updates
  + Website updates (including board members, photos, and new president’s message)
* Send in a favorite picture of yourself to communications team for NPTO website
  + Plans for the newsletter

Revamping Newsletter Vlog

* The current vlog contains irrelevant posts with low views.
* Aiming to edit the vlog to include only useful information.
* Newsletters will be linked separately for easy access.
* Introducing a new blog format to improve content accessibility and user experience.
* The blog will be published twice a month, likely on the first and third Thursdays.
* The goal is to provide regular and valuable content to readers.

Monthly Newsletter Updates

* Newsletter will be published once a month, resulting in three new issues every month.
* The first issue is almost complete and will be distributed soon.
* The newsletter will include information about the new board, upcoming events, and a submission form for announcements and events
* Questions about the volunteer form
* sheena made a form that directs people more efficiently after signing up for volunteer events
* Clarification on how CPS’s new funding formula affects what we fund
* communications needs April and May meetings minutes, Allison has them and will send them in.

Final Notes:

* Next meeting scheduled for 6:30 pm.
* The event will take place at Cynthia and Paul’s home.

Meeting adjourned at 8:14pm