



## ECHL PTO Executive Committee Meeting

Thursday, August 25, 2022, at 12:30 p.m.

Via **ZOOM** link

*Meeting will be recorded.*

Attendees: Sarah Kouliavtsev, Crystal Adams, Heather Howell, Jamie Derrick, Alisha Collins, Jada Weston, Whitney Mask

### OPENING ACTIVITIES

1. **Call to order**
2. **Brief committee introductions**

### ACTION AGENDA

#### 1. **October fundraiser: Bedsheets**

- Chair: Heather Howell / Volunteers: Jamie Derrick, Alisha Collins
  - Key: designate a selling price. Company has recommendation of selling price, but not mandatory.
  - Sheet set cost: \$21. Recommended selling price from company: \$40 to \$45
  - 2019 Selling prices: bedsheet sets \$35.00; Set of two extra pillowcases: \$10; Bamboo single pillow: \$35, Reading pillow \$45
  - Price changes for 2022-- Bed sheets: \$38.00; Set of two extra pillowcases: \$12.00
  - Crystal bought envelopes for the samples
  - Heather has the folders
  - Have Bright wheel message sent out to give parents a heads up about info coming.
  - Tell past parents who bought sheets so they can spread word/ boost how great it is.
  - Rewards program; Heather is looking into it for more info... Minimum \$500 to do the rewards program. if we do not make \$500 then there is a penalty; Last year we made \$3300 profit...
- Starts: Oct. 3
- Orders due: Oct. 17
- Orders must be mailed in by Oct. 24 and the estimated turnaround time is one week.
- Folder distribution date to cubbies **(September 26)**
  - Heather needs numbers of kids in each class
- Promotion:
  - Purpose of fundraiser
  - Begin promotion on **(September 26)**
  - ECHL No More Monkeys theme day **(October 6)**
    - Jada- creating flyer; Heather will get her a due date.
  - Pajama day?
- Circle Area (funds from the fundraiser could assist in this)

- Make it into a reading nook/library area “BOOK NOOK”
- Can still use for pics with Santa, etc.
- Put a plaque to dedicate that area to someone
- Money from book fair: money goes to purchasing books for each child to promote literacy

## 2. O365 folder review

- PTO Room parents
- Holiday gift reminder

## 3. Calendar and Budget review

- Need list of what Lab was planning...still being finalized.
- Budget review with Alisha
  - Crystal is working on numbers regarding who joined
  - Alisha will create a document for easier use with treasurer position and send it to Crystal for review.
  - Went over 2022 Budget
  - PTO does not run on same fiscal year as SFA does, just FYI.
  - Alisha asked for input:
    - Fundraiser amount could be bumped up
    - Determine which events would occur for certain
  - Sarah:
    - would like to see participation from PTO in all classroom parties
      - May deduct money from party amounts per classroom to allow parents to participate more.
        - Maybe PTO could give \$25 per class
        - Purchase a book to take home for the child rather than money
        - Jada: make the book more like a keepsake with a teacher note, and friends’ signatures
        - Cost estimate \$8 per book
        - Jamie: Not a book for every party, but a goody bag for most, and then a book for just one of the parties, refrain from specific holidays such as Christmas, but instead do a winter theme, etc.
    - Determine what the Lab’s calendar looks like
  - Bump up Fundraiser expected budget to \$2,500

## 4. Membership recruitment

- Tell everyone to JOIN!!!
- QR code on a flyer
- Brainstorm to encourage PTO dues
  - Includes staff

**ADJOURN** Concluded at 1:29 PM; Next meeting TBD.

