

January 15, 2013

Franklin-Randall PTO Board Meeting Minutes

Members Present: Scott Dunahee, Eileen Kennedy, Noelle LoConte, David McMurray, Beth O'Callaghan, Dana Prager, Jason Speich, Suzanne Swift, Soraya Willems-Neal

Administrators Present: John Wallace, Britta Hanson

Call to order: 7:13p

1. **Minutes** (All) – The December 2012 meeting minutes were unanimously approved.
2. **Budget Review** (Jason) – Jason gave a brief overview of the current balance sheet. He noted the addition of a category to analyze the difference between budget and actual. The potential spring grant funds appear to be just under \$2800. Although the spring grants have historically amounted to fewer dollars than the fall grant cycle, money may be used from savings to supplement this amount. A few other details regarding teacher appreciation gift and raffle expenses were discussed.
3. **“60 second updates”** –
 - a. **Playground** (Britta): The playground committee is working to find corporate donors. They have signed a contract with the Foundation for Madison Public Schools to create a pass-through fund for fundraising around this project. There is a one-time \$500 administration fee for this service. The timeline for the project is still in flux. Future potential community fundraising events were discussed, including a dunk tank, art installation, etc.
 - b. **Carnival** (Suzanne): The carnival planning is well underway. Carnival chairs are Kristine Ellison and Heather Duncan, with Heidi Nowak working on food and Scott Dunahee working on games. The date for the carnival is Saturday, February 16th from 11:30-3:00p at Randall School.
 - c. **Kindergarten play dates** (Soraya): Notices for 2013-2014 Kindergarten play dates will be included in all Kindergarten student registration packets. The location of the play dates will need to be flexible if the Franklin playground renovations begin this summer. The play date events will occur during the summer months. Kristi Stanton and Soraya will continue leading this initiative.
 - d. **Super Science Saturday** (Dana): There is a call for volunteers for volunteers to share any and all science talents for Super Science Saturday which will be on Saturday, March 9th from 9:00a-12:00p. Contact Mary Sager if interested in participating.
 - e. **Next year** (Suzanne): The board is beginning to discuss and consider individual involvement and leadership for the 2013-2014 school year. Suzanne will finish her term as President and Jason will complete his term as Treasurer. Open board positions will need to be filled this spring.

4. **PTO Meeting Childcare** (Suzanne) - Historically there has been an announcement about children being welcome at PTO meetings. The board noted that realistically this isn't happening nor is it always feasible with younger (pre-reading) children. However, there is a great desire to be inclusive and ensure participation at all levels. The board will begin to explore possible childcare options during the board meetings to provide parents/teachers/administrators a place to drop-off their children while they attend the meeting. The gym or a classroom at the school is a possibility. Noelle has agreed to follow-up on this matter and solicit interest from potential babysitters (Schools of Hope volunteer coordinators, West High School, UW Job Board). John Wallace and Julie Dittman will assist with finding space at Randall School to accommodate this new program. The childcare provider(s) will be paid with PTO funds.
5. **Box tops** (Suzanne) – There was brief discussion about parental concerns over F-R PTO participation in the Box Tops promotion. The main concern appeared to be the PTO's role in affinity marketing programs with large corporations that utilize food practices that some parents do not support.

It was noted that the Box Tops program is only one program in a suite of fundraising partnerships that the PTO is a part of, which collectively represent a substantial infusion of money to our organization (\$1,200/year from Box Tops alone). Other organizations that donate money to the PTO include: Milk Caps, Target, Staples, Neuhauser Pharmacy and Vitense Golf.

The merits and pitfalls of participation in affinity marketing programs were discussed by the board. On balance, however, the board felt that participation in the programs was a positive way for different members of our community to support our schools (including community members that no longer have children in the schools). The board also firmly stated that in no way does their participation in these programs amount to an endorsement to purchase certain products or shop at certain stores.

The board agreed to continue a conversation about how to expand its portfolio of affinity marketing opportunities to include local and organic products, small businesses, and bricks-and-mortar stores. The PTO is always searching out new ways for people to support our schools and the board endorsed our continued participation in our suite of affinity marketing programs.

6. **Grant Review Process** (Noelle) – The board reviewed and discussed a packet of information that will help guide discussions for the spring grants cycle. The board discussed many items including: PTO funding priorities, the grant application process, the decision/recommendation process, reporting and accountability from grantees, and the role of the Principals in the decision-making process.

The timeline for the Spring Grant Cycle is as follows:

- Cycle opens January 28th with a Request For Proposals (RFP) and updates to the on-line grant application.

- Grants are due via on-line submission form February 25th
- Grants Subcommittee will meet the week of March 4th to make initial recommendations.
- Final vote on recommendations by full board will be Tuesday, March 12th.
(However, if there is a quorum of Board Members at the Subcommittee meeting this final meeting may not be necessary.)

7. **February board meeting** (Scott) – The next board meeting will feature a member of the Madison School Board. Scott will follow up with a few possibilities, including Marj Passman who is the current member assigned to Franklin and Randall school.

Meeting adjourned at 8:15p.

Respectfully Submitted,
Beth O'Callaghan, Secretary