

MINUTES

Horsemen PTA Minutes

Date | time Oct 17, 2019 | 7:30pm | *Meeting called to order by* Christina Grillo

In Attendance

Christina Grillo (President); Allie Scherich (Vice President); Julie Fiore (VP 1st Grade); Julie Last (Membership Coordinator & Chess Club); Elissa Smith (VP 2nd Grade); Carla Garrido (VP 4th Grade); Juliana Aloia (VP 3rd Grade); Brianna Staudt (VP K & 1st Grade); Dana Tavano (Volunteer Coordinator); Kelly Usher; Alison Madrigal; Daphne Uviller

Allie Scherich took the minutes in Andrea Williamson's absence. Christina Grillo typed them up.

Available Communication Tools

- The meeting started with a review of our available communication tools and policies. Flyer distributed outlining the following options: Flyers / Email blasts / Class Parents / Remind / Facebook / Instagram / Website
 - All flyers need to be approved by Mr. Borsari.
 - We are welcome to submit information for the District Sunday email blast via Jean O'Brien.
 - However, for school-specific and weekday blasts we will do our own, from a Horsemenpta account with mailing lists supplied by Jean. This is in progress, Brianna S. to meet with Jean to discuss how to move forward.
 - All blasts-whether sent by Jean or the PTA--need to be approved by Mr. Borsari.
 - Approve all flyers with principals.
 - Christina G. to update Communications flyer to include the website (done).
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Costume Drive

- WI: ready. Carla and Keri to sort costumes on 10/28. Boxes are full.
 - Middle School: ready. Amber and Daphne to sort by 10/24 so kids have costumes for the Monster Ball and other Halloween events. Boxes are full, but we could probably use more costumes. Christina G. to post to Facebook (done).
 - Morse: ready. Lots of costumes from last year. Costumes will be sorted and out for distribution on 10/31. Elissa to sort on 10/18.
 - JP: ready. Lots of costumes from past drives. Distribution on 10/31.
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Membership

- Currently at 274 members. (At 277 we will have reached our goal for the year from the NYSPTA)
- Angel distributed forms for the teacher contest this week. The contest runs through 10/31.
- Teacher memberships are starting to come in.
- Facebook membership push before school started was effective.
- Also having the Membership forms in the summer packets was helpful.

- We won the Early Bird Award for reaching 60% of our membership goal before 10/31. Will post to FB and use as push for more family memberships
- We will do another push for family memberships at some point this year

Boon Fundraiser

- Many thanks to the VPs, especially elementary ones, for all their work with the daily prizes, etc.
- As of 10/17, sales totals are approximately as follows, and growing:
JP: \$4,100; Morse: \$10,000 (we will receive \$500 bonus for going over \$10,000 in sales); WI: \$8,500; MS: \$1,100
- This adds up to approximately \$10,000 profit.
- Last-minute success attributed to Elementary school principals' Remind blasts on the last day.
- The online sale is up through January. We will do another push at the holidays. All principals are supportive and will send Remind notes.
- Discussion about how it was a lot of work with the daily prizes, packet assembly, manual entry of paper order forms. Was it worth it? First thought is yes. Does this mean we would do Boon again next year? Need to discuss.
- Some parents at JP and WI found the pricing high.
- Issues with shipping costs if you have kids in multiple schools.
- Daphne suggested doing away with the prize competitions, but others mentioned that they are marketing tools, and thought to be effective in the lower grades. They don't make sense for the Middle Schoolers.
- There are a lot of mistaken entries between the schools--kids/sales being entered into the wrong school. Not sure why there was such confusion.
- The sale will be online until December 31. Prizes, however, are no longer offered past 10/15.

Disney Day Hopper Ticket Raffle

- Two-fold approach: Table at Farmers Market on 10/26, then move to online raffle on Memberhub.
- Email blast this weekend, 10/20.
- When the raffle moves to memberhub, we will do a flyer and promote online.
- 2 packs of 5 tickets to raffle. Over \$800 value. Sell \$10/ticket, 3 for \$25.

Spirit Wear

- Allie Scherich to chair, with Beth Provencher
- We are going to use a new online vendor recommended by Andrea Gottshall
- Direct order, no surplus inventory. No minimum order. Need to sell 60 items in order to make \$4 per item, the amount changes the more we sell.
- 2 week online sale during 1st 2 weeks in February
- We will have a flyer at the Ice Skating Fundraiser on 1/26.

Board of Ed Meeting 10/10 Summary

- All presentations are posted online.
- Maureen Barnett presented on 10/10.

- She talked about the Calm down hallway funded by the PTA, her desire for Universal Pre-K
- Dr. Duffy did a STEAM presentation.
- Discussion of the new Equity Committee, training from NYU.

VP Meeting with Mr. Borsari 10/7

- Discussed the new Athletic Study Committee
- Upcoming invitation to parents to join the Technology Study Committee, which led to a group discussion of Heads Up, see below.

Grant Writer

- Christine Clayton has offered to volunteer with us for another year.
- Mr. Borsari is meeting with principals next week, will get back to us with ideas.
- We will choose one idea to focus on this year.
- We can visit the BOE website for teacher wishlists.

School Updates

- **JP:**
 - Photo Day is 10/23. Chair is Caitlynn Lightfoot.
 - NYSPTA School of Excellence presentation: how to celebrate? Exploring options.
 - Maureen suggested a BOE meeting, but we would like to involve the kids in a true celebration of this accomplishment.
 - Christmas concert was suggested. Brianna to check with Mrs. Barnett.
- **Morse:**
 - Picture Day was a success, Irvin Simon great to work with. Chair was Elissa Smith.
 - Playground gate updates: They are checking the gates every day to see that they remain closed. Not sure if they can be locked (fire codes) but hoping for a latch.
 - It was noted that all TA's and monitors have radios and do regular checks during the day.
 - M3 bus route: No update on the route length issue, but Mr. Walley is checking.
 - VPs are interested in doing a school supply fundraiser next year. These are pretty common as fundraisers, and generally parents seem to like them.
 - Since the Middle School is also considering a school supply fundraiser, Brianna and Daphne will discuss it together and share information. Christina G. sent Daphne a summary email over the summer of 2 companies Angel researched last year.
 - These fundraisers have a long lead time, and are typically a bit of work. Try to find volunteers to run them. Good volunteer activity for someone who wants to be involved in the PTA but can't make meetings--do the work from home.
 - Scholastic Book Fair is coming up 10/21-10/25. Andrea Williamson is the chair.
 - Super Hero Theme for Monday, Dog Man is coming. Need photos for social media.
- **WI:**
 - 4th and 5th grade Photo day happened on 10/15. Went smoothly, but Melissa only had 1 volunteer. In the future, general volunteers need to be asked to participate, for all events in the schools. 3rd grade Photo Day is on 10/21. Breaking up the grades on 2 separate days has worked well.
 - There will be a short Halloween march (not a parade) for 3rd-5th graders. Students only.
 - Yearbook: need to check in with the Chair, Amada (email sent). Has a committee been formed? Is there a plan for collecting photos throughout the year from parents and teachers?

- Scholastic Book Fair: 11/18-11/22. Sue Hubbard and Sue Kendrick to chair.
- Box Tops: It's harder to do class contests with the new scanning system. We will have a school goal instead, perhaps a dance party at the end.
- Heritage Day: in flux. Pushing from VPs to keep the meal/food celebration intact. Mr. Holland is discussing it with the staff.
- The 3rd grade recorder concert may return, TBD.
- Still having issues getting a crossing guard for the 3:15 dismissal. Parents really want it, but it's during shift change. Dana to ask around about options and rough cost of overtime--that may be the only option.
- **SHMS:**
 - Monster Ball is on 10/24. Mostly 6th graders go. Parents donate food, snacks.
 - Dinner & a Movie is on 11/8. Christina G to promote on FB.
 - Kids are currently voting via Google Classroom on 3 movie choices.
 - Jacki Geohagan to chair with Amber DaSilva Barron and Brenda Rodriguez.
 - MS Book Fair to take place in Barnes & Noble White Plains, December 7, Leah McVey is chair

Sub-Group Updates

Heads Up:

- Discussion of Head's Up mission/parent education regarding the role of technology in schools, is it being used correctly, etc.
- Changes have been made at the Middle School--phones are back in lockers.
- We will hold a vote on whether to officially support Heads Up as part of the PTA.
- Christina G. will send Heads Up website to the PTA board so that we can all refresh our knowledge regarding the group's mission and policies, to be followed up with a vote via Google Poll.

AOB

Meeting Adjourned.

Next Meeting

November 15, 2019 | 8:30am, The Administration Building