



# WILLARD PTG

Communication | Enrichment | Community

## Willard PTG Meeting

November 4, 2019

### Attendance

Alexa Anderson, Susannah Benner, Denise Carleton, Peony Keve, Janet King, Wendy Krayner, Karisa Lorenz, Meagan MacNutt, Liz Nadzo, Sydney Pressley, Jennifer Reis, Alex Ruhmann, Susan Wagner, Rebecca TBD

### Welcome (Susan Wagner)

- Susan Wagner welcomes everyone to PTG board meeting. Points out that Matt Lucey is double booked.

### Approve Minutes (Alexa Anderson)

- Minutes for approval. Susan Wagner makes motion to approve October board meeting minutes. Janet King seconds. Minutes approved.

### Teacher Update (Sydney Pressley)

- Lots of really great feedback from the book fair. All of the teachers were happy and loved to pick the books. Donations were appreciated.
- 5<sup>th</sup> grade service day was universally great, and both the activities at Gaining Ground and at Willard with Open Table were again successful
- Susan Wagners asks Sydney to ask about Geography Quest – are the teachers using it? Do they like it? Other schools are considering dropping it all together.

### Recap of the Month (Susan Wagner)

- Geography Quest: trying to determine whether it's a good use of our efforts. Some teachers coordinate in to their curriculum, but other's don't. Generally, each year has a theme, and include grade-level guidelines as to which sections are appropriate and at grade level.
- Parent feedback at meeting: great for kids and parents to do together. A good way to teach kids about how to do research on the Internet.
- Spare Change: The following idea to have kids bring in spare change to each classroom was suggested as it makes the activity a competition – kids can observe in transparent containers which grade is leading the competition. Idea is to incorporate into STEAM lab activity. Put containers in the STEAM lab area. Spare Change supports PTG enrichment programs.

- Some feedback during this discussion: PTG is not communicating very well (Website, Flyers, Willard Weekly). Promotion around the Book Fair was cited as the specific example.
- Susan reminded committee chairs to check your mailbox in the Willard Office.

#### International Festival (Rebecca)

- Current Status: 11 countries represented. Goal: 16 countries.
- Keep getting the word out for kids to participate.
- This year, food only in cafeteria, and only 6-7 countries will provide food.
- Additional countries will be present in the hallways to reduce congestion.
- Music: families participating, not the chorus.
- Flyer will go out this week. Flyer will have a flag for kids to color.
- Tables: we would like to avoid renting them. Some people just have them. Is there an available supply of rectangular tables? Email Carl Sweeney to determine how many tables are available in the supply closet. Susanna Benner and Tracy delTorra have tables. They will coordinate with Rebecca offline.
- Financial Aid: Tracy Breen can help offset cost of preparing food, etc.

#### Book Fair (Wagner)

- Total Sales approx. \$11K.
- Total Costs approx. \$9K
- \$2K in total profit. Which generally goes directly to the library budget. Librarian uses money to purchase books. Last year, she purchased predominantly through Amazon.
- There may need to be discussion as to how money should be allocated properly and according to town regulations. This was discussed at some point last year, but never brought to fruition. Details hazy. Alex Ruhmann and Liz Nadzo will connect offline.

#### Social Events (MacNutt/Bruso)

- Parent Social was a success. Particularly the Auction. 98 total guests.
- Observations:
  - 2 bartenders, but probably only needed 1. \$630 total costs.
  - People enjoyed the addition of the specialty cocktails.
  - Added Kegs this year as well, to offset costs. Recommendation for next year: 3 small kegs to continue to offset costs.
  - Catering successful.
- Location was great. Central location and great yard. Later date in October may be more successful in general getting larger crowds to come. Recommend keeping the later date because September is too busy. Also helps people secure silent auction more time to secure donations.
- Online auction. We need to find the right vendor and the right fit. We should research this well ahead of time to ensure the correct vendor.

Biggest draw were the teachers gifts. Teacher gifts more successful – wonderful response from people.

- Make sure to thank the teachers because the success was extraordinary!
- Auction made approx. \$4K. Most money raised from the larger ticket items.
- MacNutt suggests to raise the ticket price. We would have lost money without the silent auction. Ruhmann says ticket prices not fair for people who don't drink alcohol.
- Food, drink and party supplies: \$3900 (before bar). Ticket sales: \$3500. Auction: \$4000. Alcohol likely approx. \$1K. \*Ruhmann very concerned about raising ticket prices.
- Wagner met with PTG Presidents. Alcott didn't charge anything for their social: potluck and BYOB at Kelly Ryan's house and they launched their annual appeal that night. Hunter has been all over everyone as to litigation.

#### Assemblies/Authors/Enrichment (Reis)

- Going well. A happy coincidence when 5<sup>th</sup> grade had service day coincided with author. Gave presentations to 5<sup>th</sup> graders and then she "bonused" the 3<sup>rd</sup> graders because she had extra time. Empowering kids to make the world a better place was the theme. Graphic artist author.

#### Communications/Website (Jaddou)

- Update sent via email from Samantha: Wagner passes around the website usage.
- Notes on Willard Weekly submissions:
  - 100 words or less
  - School or community related only.
  - Deadline 6 pm. On Tuesdays.
  - Please include all links and emails and communications.
  - All decisions at the editors discretion.
- Email blasts great way to capture audience attention. Must be special and therefore used sparingly.
- Website: September meeting minutes on the website.
- New page: Event descriptions are on website. Each event should have an "upcoming" section so please send to Sam. Content should be short and concise. Crowley joined team. She will use skills to make website more robust.

#### Before and After (Carleton)

- Moving forward with Before and After school programs moved to the Concord Recreation department, only logistically.
- They would work with Denise and Matt about what programs to run at the school, i.e. new things that we have never had access to.
- Instructors must have background check, including parents who want to run a program. \*Parents would potentially be paid or at least could be

paid. If parents want to do a program, it needs about a month to make it happen.

- Way to decrease liability. Ensure back up plans. 70 percent to instructor / 30 percent to Concord Recreation.
- Offer scholarship programs: 5-10 percent costs to even the scholarship participants because some would sign up and then not participate.
- Susan makes motion to move Before and After School to Concord Recreation. Alex Ruhmann seconds it. Motion passes.

#### Fundraising (Keve/Benner)

- Annual appeal gross total \$27,230. 80% of goal. 42% participation. 8% ahead of last year at this time. If we have 35-40 more families participate we will achieve goal.
- Backpack flyer for next week.
- Email blast planned for November.
- No company matches so far.
- At the Beginning of December there will be an email blast regarding the Spirit of Giving, which was effective last year.
- PayPal we pay company fees and not non-profit status.
- Credit cards now an option. Having the ability to pay by credit card at BTS night was effective. There is the difference (how much we're ahead v. last year).
- Reis suggests a DEADLINE because people have a goal in mind.
- Talk about ideas to incentivize people to contribute.
- Having multiple channels to donate: annual appeal, auction, etc. is the best way to ensure success.

#### Treasurer's Report /Willard Wear (Nadzo)

- Adding new options to website soon. Adding pink. Requested Holiday Promotion.
- If we started the holiday promotion beginning of next week: orders need to be in by the week after Thanksgiving (12/4). Liz would go pick them up on 12/18 and they would be available for pick up at Willard after 12/19. Eliminates shipping costs to parents from vendor.
- Not passing out the budget (had the incorrect data for Willard Social ticket sales)
- In summary
  - Main revenue sources include: Directories, Annual Appeal
  - Main expenditures: Assemblies. Everything else relatively small.
- Yearly Operating Net Revenue: \$23K approx.
- Should we add Amazon Smile – parents have to opt-in. Needs 501c3 status and bank account number. Pay out 4x a year. Thinking we could MAYBE raise a few hundred to a few thousand each year.
- School supplies: \$225 raised - \$1 per child

Next meeting: December 2 at 9:15 a.m.