

Heron Heights Elementary PTO Board Meeting - 11/10/2020



Tuesday, September 10, 2020 at 10:00am via Zoom Meeting called to order by: Lauren Generoso
10:05am

Attendees: Lauren Generoso, Rita Berger, Jessica Ross, Erin Hart, Michelle Ramer, Carmen Ferrando, Jeniffer Freeman

Reports

President – Lauren Generoso

-Put in cups: the funds are available, so PTO will move forward. Placement will be Nob Hill Road in the front/middle. Pricing from large to small is \$1098, \$981, \$576, \$477.

-Sunshine and Hospitality: PTO will start donating small items to teachers and staff for life events.

-Box Tops: HHE has already received some money from families that are submitting electronically. Add to website to push this program as well as room parents

-Social Media Account: Erin will submit a request to move members to our current account, or last resort close out old account.

-HHE Cares: This is a new program we can launch to help instill community and philanthropy with our students. We will hold off until the time is right.

VP Spirit - Rita Berger

-Read-A-Thon: will replace Fun Run this year.

-Membership: there are lots of cards to sell. PTO Board will create an incentive for families to join.

-Book Fair: Board members assist in pushing communication to families via website, social media, room parents. Teacher wish lists will be generated by room parents to share with classrooms to encourage sales.

-Spirit Gear: board needs to schedule the next delivery date with admin. Second order for the bundles has been placed. Teacher and staff shirts were delayed due to weather. We have been issuing free swag with each purchase.

VP Fundraising - Erin Hart

- Florida Indian River Grove fundraiser has been extended through Dec 4th.
- Both the donut and coupon book fundraisers will be pushed after book fair is over. Possibly run the Read-A-Thon during the next book fair.
- Group restaurant fundraiser could be successful for us and drive local business.
- Holiday Shop: following up with Admin to see if our school shop offers an online version, if not possibly move forward with a different company this year.

Treasurer - Alana Redell

Corresponding Secretary (Sponsorship) - Jeniffer Freeman

- More banners are being made to hang up.
- Auction: getting approval from admin. Will push for volunteers after book fair ends.

Corresponding Secretary - Carmen Ferrando

- Banners: Will distribute a list of last year's banners to help return to families and help push for this year's purchase. Four new orders came in and two replacements.
- One new brick order was purchased by a family. Will hold off on placing ordering so we only place two orders per year. Will reevaluate pricing of large brick from \$225 to \$200 to see what makes most sense.

Recording Secretary - Anessa Panzer

- Continue to help build membership. Come up with a plan to incentivize families to join.

VP Technology - Michelle Ramer

- Board members please submit all info you to be posted on the website in a timely manner. Be proactive, it takes time to upload and we want to give families enough time to see the flyers or info in time to act!
- Looking into yearbook company

-Tree Ring: eco-friendly to coincide with green initiative. For each book order a tree is planted. The yearbook is created in their system, orders are placed directly from families to the company, and orders are shipped directly to families.

VP Room Parent - Jessica Ross

-Recap of Room Parent meeting from prior week; all room parents must be approved volunteers and paid PTO member.

-Room Parents are collecting \$5 per student to go towards the teacher holiday gift.

-MTM coordinator will be Jaqueline Pena.

-Board members: please filter any info to me and I will push it to room parents, anything we are posting on the website can and should also be sent out via room parents.

Old Business

New Business: No new business

Next meeting: TBD

Meeting Conclusion: Meeting concluded by Lauren Generoso at 11:14am

Minutes compiled by: Jessica Ross, VP Room Parents