

Heron Heights Elementary January PTO Board Meeting - 1/12/2021



Tuesday January 12, 2020 at 10:00am via Teams

Meeting called to order by: Lauren Generoso at 10:08am

Attendees: Lauren Generoso, Jessica Ross, Michelle Ramer, Jeniffer Freeman, Carmen Ferrando, Anessa Panzer

Meeting Minute approval: Motion made by XX 2nd by XX. Minutes were approved

Reports

President - Lauren Generoso

- January Newsletter will be done this week
- Website blog. We NEED posts
 - Anessa to post this week
- Read-a-thon
 - Lauren will be taking over
 - All hands on deck
 - Supposed to be during Literacy Week but waiting on Admin
 - Lauren will reach out to Katie
 - We will have a separate meeting re read-a-thon
- Facebook
 - Lauren to reach out to Erin to delete the old page
- Website Docs
 - Minutes are up to date
 - Michelle to explain how to upload for budget.
 - Budget report must be uploaded monthly
- Meetings
 - If you are unable to make a meeting or will be late, please message the board in advance (text on the chain)

Treasurer - Alana Redell (not present. Reported by Lauren Generoso)

- Budget report emailed

VP Spirit - Rita Berger (not present. Reported by Lauren Generoso)

- People still haven't picked up apparel
- They will send home with students next week
- 5th grade committee in progress
- Waiting on a date for spring scholastic book fair

VP Room Parent - Jessica Ross

- Meet the Masters
 - Ready but needs updated class lists
 - Logistics aren't clear on how this will be presented
 - Will have to be virtual
 - Potential blog posts with art projects
 - Meet the masters meeting to generate ideas will be scheduled
- Room Parents
 - 2nd semester meeting once the kids and families are settled

VP Fundraising (interim)- Jeniffer Freeman

- Waiting on the okay from admin to get put in cups installed
- Auction
 - Flyer approved by admin for auction
 - Committee has started
 - Good start (close to 50) for items
 - Using Auctria
- Business Banners
 - Pediatric associates did a \$1200 sponsorship
 - Fall expirations will be reached out to 1 more time
 - No longer allowed to have the color option for banners

VP Technology - Michelle Ramer

- School store has new items (still on our website)
- Take down general membership meeting until rescheduled
- Working with tree rings (new company)
 - No start up cost
 - No financial risk
 - Very green; For every book printed, a tree is planted
 - Purchases will be done via link

- Books can be directly shipped for a \$5 delivery charge
- Fast turnaround
- Need to determine cost of the book and cost of the ads
- We should make the theme relevant to this year
- **Michelle made a motion to move forward with Tree Ring for the yearbook. Jessica Ross second.**
- Michelle needs 48 hours notice to get things posted on website

Corresponding Secretary - Carmen Ferrando

- Working on ideas to increase family banner sales
- Initiative to increase sales next year
- Need to revisit cost
- Working with Jen on transition
- Still only 1 brick. Going to order

Recording Secretary - Anessa Panzer

- 122 members
- Blog post regarding joining PTO will go out this week

Next meeting: TBD

Meeting Conclusion: Meeting concluded by Lauren Generoso at 11:27am

Minutes compiled by: Anessa Panzer, Recording Secretary