

BUTLER PTA Board Meeting November 16 th, 2016

Minutes taken by Parul Garg, Recording Secretary

Attending: Rola Baghdady, Kathleen Conneely, Mita Das, Gitanjali Rege, Kate Weinstein, Katie Auffinger, Laura VanderHart, Molly Arnason, Parul Garg and Katie Dunks.

Welcome by President, Rola Baghdady and Kathleen Conneely

Approval of Minutes (last Board meeting Sept28th) - Laura moved, Gitanjali seconded, all approved

Treasurer's Report - Gitanjali Rege

Rola thanked Gitanjali for doing an excellent job with taking over the treasurer's business.

Gitanjali announced filing fee has been done. Auditing has to be done by 1st January of 2017. Julie Crocket is the head. Gitanjali made everyone aware that the books were not reconciled properly last year so we will see what comes out in this year's audit report.

Everyone discussed Insurance and current policy. Kate Weinstein will read more and help Gitanjali understand it better.

Current policy is (effective 12/27/2015 to 12/27/2016)

- a) Commercial General Liability \$1,000,000 limit
- b) Medical (accident) \$25,000 limit
- c) Non-Profit Prof Liability (officers) \$1,000,000 limit
- d) Comm'l Crime& fidelity (bond?) \$25,000 limit

Total Premium= \$385

Policy is Due for Renewal (effective 12/27/2016- 12/27/2017)

Coverage as above, Additional coverage ideas are:

- e) Terrorism -covers personal injury, PTA property
\$100 billion cap/calendar year- Additional\$100

Gitanjali also pointed out, 85% of terrorism coverage comes from US government weather we have insurance or not.

f) Social Media liability- Covers PTA volunteers posting events, photographs online, copyright, trademark & logo infringement

- \$25,000 limit- Additional \$70
- \$50,000 limit- Additional \$90
- \$75,000 limit - Additional \$120

\$100,000 limit- Additional \$160

Gitanjali suggested all to vote on above and everyone voted for \$100,000 limit.

Katie Auffinger suggested that she and Noriko have been talking about reminding parent chaperones for field trips etc to no take and/or post pictures of kids on social media without permission. If at, the picture has to be of a group and that too from far away. Even Newspaper companies are not exempt from this practice.

Another update was that we have a Matching Coordinator, Shonool Malik. Thanks to Laura VanderHart for finding her.

Fundraising: Fun Run and planning the next fundraising events -Laura VanderHart Rola and everyone applauded Laura for her tremendous successful work for Fun Run. Rola also mentioned it is successful also because parents and grandparents don't mind giving money when they know its going to be used for their kids in school enrichment programs and the like.

Rola also suggested to ask the kids get and wear some small super hero trinket, belt, cape or anything related from next year to make it more fun and exciting. She also mentioned that a lot of t-shirts were sold for fun run and so PTA collected money for that as well.

Laura showed a picture collage made from Fun Run day which will be sent to all the donors as a thank you.

Laura explained that PTA gets 93% of the online credit card donations because of some additional processing and fees. But that's the best deal out of a lot of companies Laura has researched in the past about.

Net \$22,000 goes in PTA account from Fun Run donations and sponsorships.

Laura thanked Kate Weinstein for working hard and getting lots of sponsors.

Superstar bags will be going out on 11/17 to kids who raised more than \$150. The bags will include a nice foam globe, Chopchop Magazine and a book fair coupon.

Contribution Update- Sabrina Tan

Since Sabrina was not present, Rola gave an update.

From 9/1/16 through 11/14/16 we have total of 67 family contributors.

Total amount collected \$5258.

At \$4.50 for each membership, we submitted \$301.5 to Mass PTA.

Rola pointed from Sabrina's analysis that even though we had only 67 families sign up as of now, the contribution amount was very similar.

Last year 95 families signed up and the amount collected was \$5785.

Last year 45% of the families contributed <\$50 while this year about 42% contributed equal to or more than \$50.

Sabrina's Analysis

1. The total number of families contributing to the PTA through this particular mechanism

as decreased from 95 to 67 families. This could be in part due to reduced advertisement of the Fall Picnic and thus reduced attendance. The Fall Picnic is the main event for this fundraiser. The delayed rain date could have also contributed to this.

2. The percentage of families contributing \$100 and >\$250 remained the similar from last

year. The main difference is that the \$50 contributions increased from 10.5% last year to

40% this year and less than \$50 reduced from 46% last year to 23% this year. Thus, I conclude that first, the increase of the lowest level of contribution was necessary to draw

this level of fund, which is still below the budgeted goal. Second, close to 25% of the families still contributed at a level below our lowest stated level, indicating that plenty of families were not dissuaded by the increased contribution level and still gave what they could afford.

Suggestions:

1. Potential second contribution drive in the spring, after highlighting the PTA events from

the year?

2. Continue to periodically include reminder for contribution drive throughout the year?

Rola also mentioned that we will be keeping more membership forms at the book fair to get more people to sign up if they haven't already. From past experience, the membership though pay pal etc., usually keeps coming in until December end.

It was unanimously accepted that we need to raise awareness in parents as to once they contribute to PTA membership, they are by no means required to volunteer at any of the events. This will potentially bring in more people forward to make contributions.

Gitanjali and Kate Weinstein also reminded everyone about having a bill board outside of Butler playground. It was also discussed in previous board meeting. Rola will talk to Danielle about getting a quote for it from a vendor who installed the same in one of the Newton schools.

Gitanjali volunteered to do a shutterfly poster about all events PTA sponsors like pictures from Butterfly place, Belmont trolley tour, apple picking, Davis farmland etc. we can then put it on the bulletin board to show parents.

Treasurer's Cost Report- Gitanjali Rege

Gitanjali presented a Cost report SY16-17 (as of Nov 15, 2016)
As per the report we have \$30,823 actuals (as of 11/15/16) which means we only need \$5,727 now from rest of the fundraising events to meet the projected Budget. This is great news. So far we have only spent \$6976 for various events and field trips.

Gitanjali presented an analysis as follows:
as of 11/15/16

Available Funds \$54,341 (includes fun run estimated collection)

Expenditure \$29,574 (assumes on budget)

Funds Raised \$24,767.41(62% of estimated \$40,000 budget SY17-18)

She suggested to have a policy on having about 75% balance for next years projected budget.

Also, she said to maybe review the budget next year to include custodial fees, movie licensing fee etc which are either not in there at present or have not been adjusted for the raising costs.

-There was a discussion on Belmont Centre Shopping night. This year PTA/PTO's of all schools are thinking of doing a shopping night for all 4 elementary schools in the district and the businesses will donate a percentage of their earnings to all 4 PTA's plus it will be a fun event for all Adults.

Questions

Molly asked what do we (PTA) do if someone asks for clothing or food or any other donations for their family?

Everyone suggested these requests usually go to the principal directly but Danielle has not received any such requests so far.

It was also suggested that we (PTA) could do a Holiday Gift Card drive to collect gift cards for such needs. We will also need to advertise at the same time to the parents and community to come forward and let us know if they need anything.

Clothing Swap- Kate Weinstein

Lots of people thought it was successful but Kate was not as happy. We collected \$125. (need to see what the custodian fee was for the 2 days) The swap was from 10 to 2 pm on Saturday, but we closed down early since no one came after 12:00 pm

- Good number of boys and girls clothing leftovers were donated to refugee camp in Chelsea, MA through Cara Cogliano.
- some stuff went to the rummage sale to a temple in Lexington. The money that comes through the sale goes to the local charities that the temple picks every year.
- Kate also pointed out that only half of the buter community went to the swap. Rest were some other people who don't have kids in butler. This may be due to low advertisement this year.
- Kate also got another mom who volunteered to take over this event next year if Kate is not interested on keeping it. She also got a potential mom for underwriting the fee for the event next year.

BASEP Update and new officer: Katie Dunks

Rola expressed tremendous gratitude to Katie for her hard work for BASEP. Katie announced we are looking for a new BASEP registration coordinator for next year who could potentially start now and show JJ Rohrer. He is stepping down since his kids are moving to middle school next year. But he is available to help next year as well since it's his software that we use for registration.

Katie cannot take on this responsibility as well. She doesn't have the bandwidth. There is a lot of work that the registration coordinator handles like rosters printing and distribution, report printing, emailing and coordinating with teachers and small fires to put out during the registration process with parents panicking and switching courses etc.

Rola and Katie suggested to put a blurb in next PTA newsletter and maybe a mention of it in Principal's newsletter. But Katie wants this to come after thanksgiving so people notice for sure.

Molly suggested to talk to Michelle, mom of 2 twin boys in 2nd grade since she is a accountant and a computer person.

Upcoming Events (Book fair & Art Show)

Book Fair

All set for Book fair on 11/17 & 11/18. Lots of decorations have been done. Kids are very excited. Kate Weinstein got more decorations from Wellington book fair.

Art Show

Mita is coordinating the event but will need help of the day of for putting up art work. Show is on December 2nd. Rola to correct the date in the calendar.

Parent Night out

Mita/Rola/Sabrina have been talking offline about a PTA/PTO restaurant night out.

Sabrina really would just like to do a parent only or women only night out with Dinner/wine & appetizers.

Molly mentioned that every year there is a community ed event by Belmont recreation department. Lat year it was at Savinos Restaurant in Belmont. It was \$30 per person for dinner + the bar. So Rola is going to look into this and figure out details for our event.

Everyone suggested to do a Butler Parent night out in January. Kate Weinstein suggested to name the event "Winter Warm Up Women's Night Out".

Meeting adjourned at 8:10 pm.