

## PTO BOARD SPECIAL MEETING / TELECONFERENCE

Date: October 23, 2008

Call to order: 9:22pm

Presiding: Ruben Diaz (President)

Attendees: Ana Avellaneda (Vice President), Miranda de Joyos Gonzales (Treasurer),  
and Sharon Pascual-Diaz (sit-in for Secretary to take Minutes)

### I. Nutcracker Market

- A. The SDMC voted on having a Nutcracker Market to be merged with the Nutcracker Performance. This was in response to the many children that were disappointed after the Fall Festival cancellation announcement.
- B. Schedule
  - 1. December 12, 2008, Friday
  - 2. 5:00 – 6:30 PM Nutcracker Market
  - 3. 6:30 – 7:30 PM Nutcracker Performance
- C. Booths -- available to the public to sell or market products. All proceeds will go to the Stevenson Elementary Marketing Committee.

\*\*\*NOTE -- REASON for the great emphasis in MARKETING this year and creation of committee is to KEEP STEVENSON ELEMENTARY OPEN: This past summer, HISD voted that students outside of district can attend any school in HISD at no cost/tuition. Stevenson Elementary is at a very advantageous location being very close to downtown and right off of Interstate 10. Thus, the marketing committee is outreaching to nearby businesses and Downtown offices like The Greater Houston Partnership (for example), encouraging parents to enroll their children to our school. Efforts are being made to make our school more attractive to these parents by having more enrichment programs like our After-School Program, trying to become Magnet School Certified, and inviting the YMCA After-School Program, etc. We, as the PTO, are aloud to and should make efforts to contact those parents/students/families who have left, find out the reason to their leaving, and, if possible, encourage them to come back (as we have been taken off the list for CLOSURE & CONSOLIDATION due to actions that have led to 11 out-of-district students' enrollment into Stevenson this semester).

- 1. \$25 charge for each booth and individual or company keeps their profits; or
  - 2. No charge for booth and the individual's or company's profits from event go to Marketing Committee.
  - 3. Booths are required to contribute one item from their table or a representative item as a door prize.
  - 4. Efforts will be made to not replicate booth products out of fairness for individual/company, but it is not guaranteed. If similar products are being marketed, booth locations will be reasonably distanced.
  - 5. Booth requests/details are to be confirmed and relayed to Mr. Gregory Coker by December 18, 2008 for Marketing and SDMC Meeting.
- D. PTO's Participation/Role
- 1. Sell Food during Nutcracker Market in the Cafeteria (no one else is aloud to sell food or drinks during the Nutcracker Market). All proceeds will go to PTO.
    - a. Food Sale Suggestions
      - (1) Pizza – sold pizza from Dominoes last year, bought at \$5/pizza and sold at \$2/slice
      - (2) Popcorn – we already have a popcorn machine and it's cheap to make, lets try selling the popcorn served in a souvenir yellow megaphone with Stevenson's logo (refer to [www.itselementary.com](http://www.itselementary.com) – 100 @ \$1.58 each).  
We need to come up with addition ongoing fundraisers on a yearly basis vs. on occasional basis. Moreover, as we invest money on an event we need to come up with creative ideas to increase our profit margin on the investment.
      - (3) tamales – from local vendor whom Ana knows (Ruben asked to find out if okay to purchase these prepped tamales as we would from Dominoes for pizza)
      - (4) hot coco – may be bought at Sam's along with the lidded thermal cups
      - (5) soda and water
  - 2. Get Houston Dynamo Mascot Diesel for \$100 (Ruben to get details on reserving Diesel for our fundraising event)
  - 3. PTO Renting a booth and sell Stevenson Elementary Shirts and knick-knacks (like pencils, fun erasers...etc.). This is very much dependent on how many volunteers we have available.
  - 4. Miranda emphasizes the need to get VOLUNTEERS and coordinate numbers accordingly to what we're selling (may need 2 at popcorn, 3 in kitchen, 2 at drinks, etc.)

- II. Lines of Communication
  - A. EDConnect – Ms. Perez-Gwynn is allowing PTO to use the EDConnect to make PTO announcements
  - B. Meetings
    - 1. Tentatively, there will be 1PTO meeting/month at 3 different times
      - a. Thursday afternoon for parents unable to make morning meetings
      - b. Friday morning (8:30AM) as per originally scheduled with PTO board and parents
      - c. Friday afternoon (1:30PM) with teachers and Principal Perez-Gwynn
    - 2. Need to conduct a Special Meeting next week specific to the Nutcracker Market. Schedule for Oct. 30 Thursday afternoon and Oct. 31 Friday morning for parents (will try to invite Linda Mercer & Lisa Sacarey as they can volunteer information/ideas/time) and Friday afternoon with teachers
  - C. PTO Website –
    - 1. there is excitement radiating amongst several teachers and parents regarding the mention and need to bring our PTO to the 21<sup>st</sup> century and have our own website with real time information
    - 2. Ruben will find out more information with regards to cost for 1 year
    - 3. Pro bono, Ruben’s wife and brother-in-law will set up, design and create website which will be linked to Stevenson’s website
    - 4. PTO Today provides many reference articles regarding PTO’s. Much can be learned from this website and spark up ideas for our PTO. Stevenson’s website already has a link to PTO Today.
  - D. Newsletter
    - 1. initiate monthly newsletter with hopes to send out first issue to teachers and parents by the beginning of November
    - 2. Ruben will donate the paper and ink needed for print-out of the newsletter for 3 trials/months to see how cost effective it would be as an ongoing PTO expense.
  - E. Help from others -- Ruben met the Hogg MS PTO president at the “Return to School Bash” held at Reagan HS. She would like to get together to see how our PTO’s can help each other out. Ana accepted to represent our PTO and give her contact info to Hogg’s PTO Prez since many of Stevenson’s 5<sup>th</sup> grade class will go to Hogg the following school year after their commencement.
- III. New Fundraiser Ideas not yet discussed or voted on
  - A. PTO Stevenson Store
    - 1. Available on internet PTO website for ordering
      - a. Ruben will look into internet stores that don’t require special or bulk ordering where PTO benefits from percentage of profit with online orders
    - 2. Once/Week during lunch (possibly alongside Ana’s Monday snack sale 5<sup>th</sup> grade fundraiser – to be discussed as to not interfere), PTO can be assigned to sell small knick-knack items (pencils, fun erasers, etc.) from the PTO Stevenson Store
      - a. Miranda stated that a popular store past members have purchased knick-knack items from is Balloon & Novelty Wholesalers.
    - 3. Store items will be discussed and voted on for bulk/customized orders
    - 4. Left-over items sold during special fundraising events (such as T-shirts, megaphones, car magnets, etc.) can be sold in store and stored in the PTO storage closet at the school.
  - B. Snow cone sale
    - 1. once per week, possibly alongside Ana’s Friday snack sale 5<sup>th</sup> grade fundraiser – to be discussed as to not interfere)
    - 2. advantage – we already have 2 snow cone machines
    - 3. will need parent volunteers
- IV. Shirts
  - A. No extra charge for printing on Yellow shirts. Will continue getting printed shirts at a good deal and at same cost as this is a friend of Mr. Wilkerson (who is also working on his church’s printed shirts). Others would charge extra for different colors.
- V. PTO Bank Account / Moneys
  - A. We need a letter from Ms. Perez-Gwynn to our bank to update the signers on our account
  - B. How much is in the account and how is it allocated?
    - 1. Miranda states that there is around \$4000 and must reserve \$500 for Secret Santa Gifts, \$2500 for Spring Festival and \$500 for upcoming Teacher Appreciation Luncheon.
    - 2. Every grade gets something from the PTO (i.e. Kindergarten 100 day Celebration)