

9/12/2017 PTO Communications Committee

Meeting Minutes

Present: Isabel Pipolo (*Oakside parent*), Lise Prown (*H.S. parent*), Kristin Jarvis (*Woodside & Uriah Hill parent*), and Erica Martin (*Hillcrest parent*)

Meeting began at 10:30am.

Review of Committee's Role:

- Publicize PTO events and activities via weekly emails and monthly printed newsletters
- Partner with school district to promote school events and news
- Maintain website, email accounts, contact lists, and social media for the PTO
- Serve as system administrator and tech support as needed for Executive Committee
- Assist with volunteer recruitment by creating sign-up sheets, both in print and online

Old Business:

- Branding items have been designed and purchased:
 - ✓ 1 custom tablecloth (\$188.05; received 9/7)
 - ✓ 200 promotional pens (\$90.79; received 9/7)
 - ✓ 2 custom banners (\$114.87; pending)
 - ✓ 1 banner display frame (\$35.50; received 8/30)
 - ✓ 8 clipboard backings (\$27.27; received 9/8)
- Pricing information for the car magnets was relayed to the Fundraising Committee; "Peekskill Pride" magnets have been received and will be sold for \$5 each at Back-to-School nights
- Sign-up sheets have been created for Back-to-School nights
- Sign-up sheets from kindergarten orientation have been transcribed and info has been sent to relevant committee chairs

New Business:

- Monthly newsletters will be distributed in place of the meeting reminder flyers; distribution will be the last week of every month
- Branding push will continue with stickers for PTO-sponsored gifts
- We also need "PTO Meeting Today!" stickers to distribute monthly to every elementary school child
- Website needs to be translated into Spanish
- Help is needed to moderate the Facebook group and post community events

Action Items:

- **Isabel** will give electronic permissions to all committee members so that everyone can access the committee's folder on Google drive
- **Isabel** will set every committee member to be a moderator in the Facebook group
- **Kristin** will price out stickers for gifts and meeting reminders
- **Kristin** will call every building to get updated copy counts for printed newsletters
- **Lise** will transcribe the fall sign-up sheets as they come in and will create a Google spreadsheet to share the information among committee chairs
- **Kristin** will assist with creating new sign-up sheets in MS Word, as they are needed during the year
- **Erica** will work with Isabel to start translating all static pages of the website
- **Erica** will translate monthly newsletters as needed
- **Lise** will research the technological issues with maintaining the website simultaneously in two languages and will report back at our next committee meeting
- **Isabel** will invite Laura Belfiore to join our committee meetings, to improve collaboration between the PTO and district communications
- **Isabel** will continue sending weekly email newsletters and updating the website as needed
- **Isabel and Lise** will work together to create the October newsletter
- **All members** will begin to actively follow community and district pages on Facebook and will re-post useful info into the Peekskill Parents & Teachers Facebook group

Meeting ended at 12:00pm.

Next Meeting: Tuesday, October 17th at 10:30am; location TBD.