

11/2/2015 Peekskill CSD PTO Executive Committee

Meeting Minutes

Present: Ro Sibrizzi, Margery Rossi, Ha Wallace, Robert Brownell, Vernita Mosley, Liz Lazo, Isabel Pipolo, David Fine, Robin Zimmerman, Marisa O'Leary

10/5/15 Minutes:

Ha made a motion to accept the minutes from the 10/5/15 meeting, Bob seconded the motion. Minutes were approved unanimously.

President's Report:

First General PTO Meeting- good job everyone, but please try to keep committee reports as short as possible. Would like to see more middle and high school parents attend future meetings.

Our guest speaker for the November meeting is Hudson River HealthCare.

December meeting date has been changed to **December 9th**, and the time to 6:00 – 8:00 pm to accommodate our guest speaker Charles Potter, author of 12 Steps to College Success a Parental and Student Empowerment Program.

Dr. Fine advised that the NAACP arranged for Mr. Potter's visit. Meeting location was moved to PHS to accommodate more attendees. Isabel agreed to post highlighted speaking points on the PTO website to encourage more community members to attend. It was agreed that the **PTO will provide refreshments since meeting will occur during normal dinner time. Details of this will be discussed at the December Executive Committee meeting.

The Fall Sports Award Night will be held this Thursday, Nov. 5th at 7:00 pm in the PKMS cafeteria. Volunteers are needed to assist with the event.

**Isabel reminded the group that she needs 2-weeks advance notice for any event for which you would like the Volunteer Coordination committee to solicit volunteers.

Treasurer's Report:

We have received \$1500 in parent contributions from direct appeal, and received our first donation from a staff member.

Oakside's book fair yielded a net profit of \$1300.

Each individual PTO submitted the requested \$2,000, totaling \$10,000.

PTO Expenses thus far: \$1300 for insurance policy, \$600 for copier, \$167 in refreshments for the PKMS Halloween Dance (which made a net profit of \$1100).

****Question raised about whether or not Finance Committee should be helping to count the money raised from the Yankee Candle Fundraiser. Dual control should be implemented for accountability purposes. Isabel will speak to Yolanda about this. All checks need to be deposited soon to ensure that they clear.**

Committee Reports:

Advocacy- No report

Communications-

- Website is being continually updated as needed
- Lise Prown is researching/developing a Twitter account for the PTO
- Ana Cruz is working on a Spanish translation for the website & she & Isabel are researching the tech side of running a parallel Spanish-language site on the server
- Randi Alberino has volunteered to take care of data entry for all new members (name, contact information) in excel- we currently have about 300 parent contacts on our email distribution list
- Need at least one volunteer from each school to help with counting & distribution of flyers- elementary grades require 1900 copies that need to be counted in batches of 25- takes hours to complete
- Only 1 parent attended first committee meeting- future meetings/collaborations will be done online
- Looking for better ways to reach out to the parents of students in upper grades since flyers don't work
- Would like "committee news blurb" for each committee page on the website

****Dr. Fine suggested that the committee reach out to Ramon Fernandez to help with outreach to the Latino community. It was also suggested PAPA (Peekskill Area Pastor's Association be contacted to reach out to parents/community through local churches.**

Cultural Enrichment & Field Trips-

- **Parents have volunteered to work with staff from Woodside, Oakside & Hillcrest but still need partners at the middle & high schools**
- **Communication at the High School level has been challenging- Dr. Fine advised Dan Callahan should be contacted to facilitate communication**
- **Goal is to have each grade to take one trip per year- this is a combined effort with PTO & district- would love to see seniors have a class trip**
- **Process for implementing enrichment programs & field trips is being dissected (by both PTO & district) to ensure that there is equity, and realistic expectations- this is a process**

**Robin Zimmerman requested that Marisa contact her with any field trip requests submitted by building leaders

**Discussion about Hillcrest not charging for their first field trip. Marisa advised that Jackie Liburd sent out permission slips prior to policy of implementing a parent contribution. Marisa explained that the trip however was covered by the BOCES credit & transportation is being paid out of Hillcrest's school budget.

Finance-

- \$110 made in hat & trident sales from 5K run deposited into joint PTO account, additional \$590 was raised in hat & trident sales and those funds were deposited into the Parents' Club account
- **Conversation needs to take place regarding when all PTO funds will be merged- this will occur in March or April**
- Bob picked up Stop & Shop A+ rewards flyers to distribute at PKMS

Fundraising/Special Events-

- Still counting money from Yankee Candle, but so far it was not as profitable as we had hoped
- Halloween netted \$1100 profit
- Only 5 parent volunteers came out to help at dance- including Yolanda, Denise & Bob
- Looking into other fundraising ideas- including a Paint Night & Movie Nights
- Planning to collaborate with Crystal Hernandez on the music program fundraiser
- Mia Shervington is researching passive fundraising opportunities (i.e. Stop & Shop, Target, ShopRite, Modell's)
- Toya Will is running the Box Top program at Woodside & Uria Hill- Oakside & Hillcrest have a teacher running their respective programs- no response from middle & high schools

**Discussion about Forno's Pizza fundraiser took place- needed more advertising to be successful. Owner said that we could put flyers out on his counter so that his regular customers (averages 100 orders on a Saturday night) could have participated. Vernita reported that there was approximately \$260 in sales, therefore PTO made approximately \$26.

**Marisa advised that Mia Shervington has been researching having the Harlem Globetrotters coming to Peekskill- Yorktown hosted a game & tickets sold out in 1 day. Liz advised that Peekskill hosted them a few years back but event was not well advertised.

Volunteer Coordination-

- A lot of volunteers are officially registered at Woodside- a handful have registered at other schools

- Isabel spoke to Woodside admin about keeping track of volunteers and running them through Raptor as they enter the building & she created a Volunteer Log book for them to use at the desk (this will be offered to other building admin as well)
- Researching best time to meet since attendance was low at last meeting- mixed response so Isabel will most likely schedule two additional orientations at different times of the day, and possibly create an online orientation that can be accessed through the website
- Working on the best way to reach out to parents who only volunteer occasionally
- Will develop a parent training program for in-class volunteers

SEPTO-

- 1st meeting went well
- Nov. 10th- speaker on transitioning into adulthood
- Decided back-packing meeting reminder flyers is not cost-productive & therefore they will be relying on Connect-Ed calls only (if SEPTO monthly meeting date is near PTO meeting date announcements can be combined)
- Breakfast with Santa fundraiser happening on December 5th from 10 am – 12 pm at PKMS- volunteers appreciated
- Trying to organize basketball group (mimicking the backyard sports group)

Superintendent's Report:

- 11/3 is a Professional Development Day
- All PTO Connect-Ed calls should go thru Dr. Fine's office (Alma should be included on the communication)
- Meeting with Jeff Stein from PEF this week to talk about funds raised at 5k
- Dr. Fine & Mary Foster attended Chamber of Commerce meeting regarding Peekskill holiday project for which local youth will be working with local artists to paint downtown storefront windows to decorate for holidays (teachers & parents needed to help supervise the actual painting)

Robin Zimmerman- Assistant Superintendent of Business:

Thanked PTO members for their hard work. Please reach out to her with any business/organizational questions. She is working with the Cultural Enrichment & Field Trip Committee to streamline/increase communication with the district. The district has allocated a total of \$30,000 for field trips- these funds will be accessed to make experiences more equitable across all grades.

She needs a copy of PTO's insurance policy.

**All other PTO-identified concerns/questions have already been answered

Old Business:

- Translation of meetings- Vernita will research cost of simultaneous translation systems, it was suggested that a transcript of Charles Potter's presentation be requested so that the information can be translated & handed out to Spanish-speaking attendees
- By-Laws- Marisa and Margery are working on this & have established a timeline to do so- still working out terms, expectations & how officers are voted in

New Business:

- Due to other food & toy collections going on in the district, PTO will not assist with the Love Holds Life Children's Cancer Foundation toy drive
- Crystal Hernandez, Director of Peekskill Performing Arts Program, proposed creating a subset of PTO Fundraising Committee (PTO Parents Committee on Performing Arts) that would fundraising specifically to support the performing arts. It was agreed that we're still trying to work out our new structure, but it was suggested that Crystal could put together a plan/proposal for next year
- In an effort to help keep committee reports short & organized for general PTO meetings, it was requested that all committees submit bullet points to be incorporated into a power point slide- please submit to Ha by November 11th
- Vernita advised that there are parents in the district who have had negative experiences with teachers, and the situations have not always been handled effectively by administration. Dr. Fine advised that all parents should be encouraged to take their concerns to the next level of leadership if they are not reaching a resolution and/or appropriate response to an issue. It was agreed that Vernita and Dr. Fine would talk more about issue tomorrow.

Adjournment:

Meeting was adjourned at 9:03 pm

Respectfully Submitted,

Marisa O'Leary

