

August 22, 2022 Peekskill CSD PTO Executive Committee

Summer Planning Meeting Minutes

7:15-

[Zoom call](#)

Please review the Bylaws (rules) that govern our nonprofit organization. Feel free to reach out with questions or proposed updates:

<https://drive.google.com/file/d/1e6G4bm6Af6Pv8Y1tpjilQY8rBaBIBmAA/view?usp=sharing>

I. Welcome

a. Respectful of Time and Agenda setting

A. Introductions

1. Attendees: Joanne Bell, President, Rachel Kimber, Secretary, Halle Chizmadia, Treasurer, Lanice Kind, Vice President, Randi Alberino, Parent Liaison for Parent Resource Center, SEPTO President, Isabel Pipolo, Communications Webmaster and Tech Support.
2. All PTO committee members, Meghan Sheldon-Brungard, Advocacy Co-Chair, Co-Chair, Natalia Sanchez-Bahr, Special Events Co-Chair (arrived later), Nycole Tobey and Liliana Repollet Special Events Co-Chairs, Lee Compton, TBD.
3. Absent at Intros: Vernita Mosely, Advocacy C
Briefly outline committees' priorities for the year:
 - i. Advocacy: work with the school district to secure more funding for the district. Meeting with Margery Rossi to discuss a 2 prong approach - **Safe Routes Coalition** (goal to get students to/from school safely, improve transport, and teach community how to *advocate* for needs and improve PCSD community) AND **Mental Health Support** as post-pandemic needs have become clear in the PCSD
 - ii. Special Events: affected by pandemic life in FY22, partnered with Saturday Academy monthly. Top 3 Events for FY23: **Trunk or Treat** (last Saturday of October) easy lift with many volunteers, **Book Giveaway** (December), **Book Fair** (spring event, partnered with May Saturday academy)
 - iii. Communication: social media postings, communication with the schools to coordinate event dates and share out, create fliers and publicize events via email
 - iv. SEPTO Goals - in development, VP in place to support. Housed at the Parent Resource Center (PRC) and Maria Flores is now the director of the LEAP Grant. Brigette Holloman is now the PC lead.

II. Collaboration with District

A. Organizational goals for 2022/23 – outline the goals we discussed this summer

- i. **August 25th 9:30-11:30 at the HS Steam Center – collaborative learning meeting between PTO and PCSD Staff - feel free to share thoughts, comments with Joanne.**

- ii. 4 Focus Goals to discuss:

PTO Focus Goals 2022-23
August 22, 2022

1) Initiate consistent programming (events & celebrations) through each school, such as, orientation for incoming students and stepping up for rising students- so students & families can expect a consistent structure and comfort level as they transition school to school.

2) Encourage increased teacher and staff participation in PTO. Teachers are the front line in the schools- what is their perspective on what the needs of students and families are? Additionally, is there insight from teachers and staff as to how we can engage more Spanish-speaking families in PTO?

3) Focus on safe travel to school for all students: walkable sidewalks; safely managed traffic flow around arrival and dismissal; efforts toward a transportation solution for middle and high school.

4) Improved communication reminders between schools and families; keeping district and school calendars updated throughout the year. PTO can be another point of contact in sharing out reminders for days off, half days, school events, etc.

1. Consistent programming across schools
2. Increase parent and staff participation in the PTO
3. Safe travel to/from school
4. Improved communication reminders between school/families

B. Meet the PTO event

- i. Date: Saturday 9/17

- ii. Location: Parent Resource Center

- iii. **NEED VOLUNTEERS to help get this off the ground. We will schedule a follow up call for next week if you are free to support this event (design flier, pick up coffee, show up etc).**

C. Back to School nights – PTO presence, spirit gear selling: in person or remote. Opportunity for PTO to introduce who we are and what we do.

III. Committee Budgets

- a. Keep budgets similar to last year as this is still a post-pandemic year and planning will be similar
- b. Joanne will review precedence with Isabel and/or review Google drive

IV. PTO Operating Budget

- A. To be developed and proposed by officers. Maintaining a 3-year rolling average to keep income/expense expectations aligned

V. Fundraising Goals

- A. Designated Fundraisers: what will funds be used for?
 1. Direct Appeal - Autumn ask for donations to the PTO

2. School pictures - parent volunteers needed on photo days
3. Spirit Gear - ***Subcommittee for reorder and distribution plans*** located at PRC and new order anticipated this fall, new items, seasonal items (winter hats/caps for soccer/football games). Align designs with district art. Pre-orders?? Meghan LEAD? Partner with Austin.
4. Art to Remember
5. Concessions - sell at soccer/football games
6. Book Fair
7. Other Ideas?

VI. New Business

- A. Jump-a-thon fundraiser idea
- B. Order PTO Banner & Reorder spirit gear- include blue shirts and new product? (SEE ABOVE) - brand consistency and new design. Partner with Laura Belfiore to develop and align.
- C. Determine school picture days – launch Sign-Up Genius for parent volunteers
- D. PTO communication- reminders about school closings / half days / upcoming events
- E. #Hashtags – use **consistently** on our social media posts #peekskillpto #PeekskillPTOneedtoknow - any great hash-tags? Let us know! Let's use them.
- F. **First general meeting: October 13, Thursday 7-9pm**: slide show; new PCSD website;
 - i. calendar syncing tutorial: holistic calendar with district dates, download school calendar and get updates on mobile phone

VII. Old Business

- A. Copier (End of lease) – Do we need the copier?
 - i. Issues to consider: Inclusivity, Capacity to use the copier, Good stewardship of fundraised \$money
 - ii. Historical use of the copier (pre pandemic) 12 fliers/school year, PreK-5 flier distribution, 2,000 copies per distribution.
 - iii. Purpose of copier: direct appeal, spirit gear, book fair: 6,000 copies, poor return on investment to keep the copier.
 - iv. FOIL request to obtain the emails of the parents in the district - we can still reach parents who want/have capacity to know.
 - v. QR code on fliers - LAMINATED FLIER displayed at the field library, parent resource center, la placita, youth bureau, Kiley Center, city hall, train stations etc. ***places parents go - start a document to track

VIII. Adjournment

***Next Executive Committee meeting is September 12 via Zoom

NOTE

Board of Ed meeting - candidate forum in May

Executive Committees Meeting Dates

Usually - first Monday of the Month, 7pm on Zoom

1. September 12
2. November 7
3. January 9
4. March 6
5. May 1
6. June 5

General (public) Meeting

Thursdays, 7pm on Zoom (we can redecide in January)

- October 13
- February 9
- June 8

***Additional Volunteers: Ryan (UH), Paul (UH), Raine (HC)