

Executive Committee Meeting:

8/2/2023

Build a Lego bridge at **Pool Party**: Then display somewhere in the district (e.g., main office, library)

Raffle 5 lanyards, one every half-hour—if the parent/guardian commits to 4 hours they enter into the raffle

Need to laminate flyers and do a QR code

Isabel (646)265-8438

Katharine and Lanice will schedule a meeting with the volunteers

Katharine will develop materials and sign up QR code

Populate the known times for slots to sign up

Outreach:

Social Media Strategy:

-Posting about podcasts, articles, PTO and non-PTO events

-Rule is that we provide guidance and oversight

-One person will do Instagram, the other will do Facebook

-Isabel will continue email marketing and website

Communications:

Create executive email address for working with District and suggestions, etc. Melaine will work with Isabel

Need to figure out who manages the info@ email address Melaine will follow up with Isabel

Follow up on direct appeal (do you want to donate to the PTO? Through Square site?) Halle

Principal meeting: Reach out to Carmen, Anna, Crystal, Donald, Jenna, Stacey—would all like to participate in a meeting with the PTO to determine the school specific support needed early on

Melaine will reach out to each principal to get availability

Jumpstart Night: August 23

Saturday Academy:

Lanice will email with Maria re: Saturday academy

Grants that we can apply for:

1. Walmart (Quarterly) \$250-\$2000
2. Google Ads (advertising and marketing) will donate money to NFPs for free marketing
3. State Farm community grants
4. Dick's Sporting Goods-grants and scholarships for sporting equipment and programs
5. Whole Foods kids foundation for nutritional information for children and parents

6. Let's Roam
7. Mattel and General Motors have donation-based grants that are more STEM based

Can someone research the applicability and guidelines, from the larger volunteer pool?

Discussion point for Sunday

Google:

Offers free workspace suite as opposed to paying for small business accounts (Tyrone/Katharine will look into)

Need to check privacy settings (Melaine will ask Isabel)

Movie Night at the Riverfront: September 8

Back to School Nights

Photo Days

Trunk or Treat

Family Game Night: November 30th

Middle School Gym

General Meeting Dates:

1. Summer planning—send out part of the slides, schedule for later on; Katharine will send email saying that we will meet later on
2. September 11
3. November 9

Pins:

1. Do we want to have a budget line item for the copying of flyers and other materials?
2. Need to go to Parent Resource Center, need to check expiration dates of food.
3. What can we do with the website to make it more content heavy?
4. Dine Out—start early (i.e., January)
5. Attendance at Board Meeting