

TRAIL WIND PTO BOARD MEETING MINUTES

September 4th, 2020

MEMBERS PRESENT:

Jenn Neumayer

Brandon Dotson

Stacy McCain

Bernadett Majewski

Brandy Morse

Holly Whatcott

Meeting began 2:18pm

1. Introductions.
 - a. Jenn Neumayer is the returning President, and since there wasn't an election due to corona virus closures the President has the power to appoint all members to their positions.
 - b. Bernadett Majewski returning as communications.
 - c. Brandon Dotson returning for a 3rd year as treasurer.
 - d. Brandy Morse returning for a 3rd year as secretary.
 - e. Stacy McCain coming on as yearbook chair position.
 - f. Holly Whatcott – previous president on as advisor.
2. Budget Overview – Brandon Dotson
 - a. Trail Wind missed their big fundraiser of the year with the cancellation of the carnival. The deposit of \$3,956 can be rolled over to next spring.
 - b. The starting balance in the account for 2019-2020 was \$23,139, Fundraising revenue \$22,722, Fundraising expenses \$12,549, School support \$15,549, PTO overhead expenses \$2,169, ending balance \$15,549.
 - c. \$10,173 profit made. Most of the money goes to direct teacher support \$6,350.
 - d. The coming year: starting balance \$15,549. School support \$8,000. PTO expense \$400-\$1000. Fundraising \$3,400. Ending balance \$9,949.
3. How to generate more revenue
 - a. Promote more on direct give, box tops, and amazon smiles program.
 - i. Have Marty send an email with information as well as Bernadett handling social media.
 - b. Online auction was suggested with classroom baskets, but this could conflict with carnival if it were to happen this year.
 - c. Currently there are 450 students enrolled at Trail Wind this year which helps us determine what would be a realistic goal for direct give fundraising efforts.
 - i. Can't ask for a specific amount of money from each student as it goes against district policy.
 - d. Ask teachers what their needs are to include in the direct give campaign to keep the attention on supporting the teachers.
4. Future Meetings
 - a. Need to find out what would be the best format to do virtual meetings like google hangout or facebook live.
 - b. Need to add a temporary amendment to the bylaws to allow voting online.
5. Yearbook

- a. Dorian is pushing photos out into late fall, and students will only have one background to choose from.
 - b. 6th grade dedications will be filled out by a google doc online.
 - c. Getting sponsors like Modern Dental to advertise in the yearbook could offset some expenses and generate profit.
 - d. Need to get the yearbook paperwork into a google form, and converge it with square together to put on the website for easy ordering of yearbooks.
 - e. Chalkboard format for a time capsule for the yearbook is a good idea.
 - f. Maybe have teachers take screenshots of their class online all wearing their Trail Wind pride shirts.
6. Misc
- a. Food collection is needed at Garfield and Grace Jordan Elementary schools for needed snack items, and diapers.
 - i. Trail Wind can set up a box at the school for donations.
 - b. 2nd semester at Trail Wind can bring opportunities for events and fundraising again.
7. Action Items
- a. Look into Modern Dental for yearbook sponsorship.
 - b. Jenn – Direct Give Campaign.
 - c. Brandon – Budget proposal to vote at next general meeting.
 - d. Bernadett – Online campaign in social media for box tops and amazon smiles.

End 3:09