

Ross PTA Executive Board 2021
Monthly Meeting
September 28, 2021
7-8 pm

In Attendance:

- Alison Brody (Upper Class Rep)
- Kristen Chelak (Teacher Rep)
- Brian Knudsen (Treasurer)
- Liz Lowry (Secretary)
- Jenny McAllister (Upper Class Rep)
- Holly Searl (Principal)
- Debbie Sundberg (Lower Class Rep)
- Melissa Sabatier (Vice President)
- Amanda Tyler (President)

1. Feedback on events and communications to date
 - a. Recent PTA Fun Fridays / coffees
 - i. Sales have been going well – over \$3k sold
 - ii. There have been requests for additional types of items, such as “Future Ross Student” onesies or baseball caps. Could have an eye to the holidays and new items that might be of interest. Could consider pre-sale of items to ensure we don’t spend on merchandise that doesn’t sell.
 - iii. Melissa is looking into Custom Ink to see what fundraising options they have
2. Updates on upcoming events -- Walk to School Day, Spooktacular, Tree Sale, etc:
 - a. Walk to School Day is Oct 6, next Tuesday
 - i. Melissa is leading the event
 - ii. In touch with the police dept, and they have confirmed they will have dogs at the event. Some police members may also walk with the kids. Mr. S will talk with the kids about road safety one day prior the event.
 - iii. Holly is checking with the Nationals to see if they can participate
 - iv. Coffee will be available for adults outside.
 - v. Like normal, breakfast will be served to kids in the classrooms to keep it less messy/chaotic outside.
 - vi. Flyers will go home in backpacks
 - b. Spooktacular
 - i. Instead of holding the event at Ross, could focus on the parade. Can start at Ross with treats/candy and end at Stead.
 - ii. Can communicate with neighborhood businesses to pass out candy along route
 - iii. Agreed to start at 5pm, on Thurs Oct 28
 - iv. Melissa, Jenny and Alison will help organize.

- v. Can ask room parents if they can help. Can also include event details and call for volunteers in upcoming newsletter.
 - c. Holiday Tree Sale
 - i. Melissa has ordered trees for the sale! But tree prices are at a premium this year, so we are going to have to sell them at a higher price than in past years. But hopefully the prices are still competitive with other vendors.
 - ii. If we sell a lot, we will have the opportunity to order more
 - iii. Will start selling the weekend after Thanksgiving (Nov 27 & 28)
 - iv. Will need to figure out pricing, marketing, pre-sale. Melissa has 1 volunteer so far.
 - v. Will need to determine if we need to have the school open one weekend during the sale
 - vi. Super Saturday would be Dec 4th
 - 1. Bake sale
 - 2. Exploring the option of having a book sale truck through Follett
 - vii. Did not purchase tree stands. Melissa will look into a potential partnership with the hardware store on 17th
 - d. Open House
 - i. Holly will be in touch with Shailee to figure out dates for upcoming open houses, likely before EdFest and again in January before people have to make final lottery choices
3. Fall for Ross update
- a. Website has been updated to reflect the Fall for Ross fundraising/engagement campaign
 - b. ~\$5k in donations (actual and committed) so far
 - c. Upcoming communications plans:
 - i. Will print flyers for backpacks
 - ii. Will print large banner to hang on the fence in front of school
 - iii. Will incorporate in upcoming events like Walk to School and Spooktacular
 - iv. Need to translate materials into Spanish: flyer, webpage, web form
 - 1. Can host a coffee for Spanish speaking families
4. Treasurer's Report
- a. Report now reflects the changes that were voted in during the last PTA general body meeting
 - i. Raised \$11,600 for school supplies, ~75% to our \$15k goal
 - 1. Donations slowed after the PTA general body meeting
 - ii. Miscellaneous fundraising revenue at ~7.7K raised, which is over our \$4k budget for this category
 - iii. Expenses for curricular supplies at ~\$7.8k, which is under our \$10k budget
 - iv. Fundraising expenses at ~\$13k for trees for the holiday tree sale
5. Recognition for teachers who have recently had babies
- a. Melissa will organize gift cards for them. You can contribute via her Venmo at @Melissa-Sabatier