PTA Board Meeting – November 13, 2019

Attendees: Genevieve, Charrise, Margaux, Ben, Norah, Carol, Kiana, Kerry, Courtney, Neeraj

Meeting started at 6:04pm.

Minutes were approved.

Updates

Annual Fund/Fundraising

Tara suggested that a soft closure of November 29th for the Annual Fund. The reason for this is because there was a concern about missing out on funds due to a hard and fast date. Some people may miss the deadline and feel like now they are not able to contribute.

Tara reported that the Fun Run didn’t yield a huge payoff but the response was great. She felt Brent should do more of these because it was a good community building event. She suggested Sundays may be good.

Tara felt Giving Tuesday, a nationally recognized event, can be used to raise funds. It is the Tuesday after Thanksgiving. A booth can be set up to serve coffee and have raffle tickets.

A game night and a movie night were also suggestions for community fundraisers. Carol and Tara volunteered to coordinate with the Legion for these events to happen in January/February.

It was also determined that there should be clear expectations and goals of fundraising. A clear beginning and end to a fundraiser keeps it focused. We do not want to keep asking for money without saying how these funds are being utilized. This can cause a negative reaction. One example is to personalize the fundraising.

Insurance

Carol gave a report indicating Brent’s insurance policies. She said Brent has Worker’s Comp. Volunteers are covered under this policy. It is important we have these policies in place because DCPS can be liable for anything on campus. Insurance costs ranged from $1200 - $1400.

Carol suggested a Cyber insurance policy be considered since Brent takes online donations.

For larger events like Multicultural Night and the Tree Sale, Brent has building use agreements in place. In case of large events where money is collected, the security company that is hired will protect against stolen cash. Carol strongly advocated hiring a security company for those type of events.

All events held at the school are covered under the PTA insurance. This includes Unity Dance, Rising Together, etc.... Rising Together also has additional coverage through Innovation Learning.

Principal Lycknell and Carol will have a call with insurance company on outstanding questions and report back at the next meeting.

PTA General Meeting changed to ‘Community Meeting Sponsored by the PTA’
This month the topics include:

- Middle School,
- Diversity Working Group
- Holiday Sale
- Update on Annual Fund

There was a discussion on how to improve communication during the Community meeting. FB Live needed to be monitored better to capitalize on that audience. Charrise suggested at the beginning of meeting to encourage people to Like and Share the live meeting. Neeraj suggested Zoom but Charrise said Facebook already had the friendship component built into the platform. It encouraged sharing as opposed to people having to download something else that their peers may not have.

Parent Leadership Group

This group consists of parent leaders from each group like PTA, LSAT, DWG, SIT. This group is in existence so that there is shared ownership. One issue that came up were photos of children whose parents did not sign the consent form. Everyone needs to be mindful especially with social media.

Decision Items

Family Brent Book Club

Margaux suggested a Brent Book Club start in January. Emily, the lady to help start it, can provide best practices on selection of books and how to get started. Margaux suggested the meet ups be at parent’s homes to have a more relaxing environment.

A suggestion was made with the help of Ms. Bettina to begin a Mother/Daughter Parent/Child Book Club.

Unanimous approval.

Principal’s Update

Norah informed the Board that Coach J has officially been hired and has been shadowing at recess. This role is seen as a teaching role and his pay will be supplemented with an hourly rate from the PTA budget and Ameri Corps. There will be sports classes once a week along with game play and cooperative games.

There will be some financial adjustments in the PTA budget for the Rising Together teachers. It will need to reflect their pay rate as the same as Innovation Learning. There shouldn’t be any issues because we are below budget in the social/emotional support category. Rising Together may need to be restructured due to changes. There is a possible embrace of a 10 week model. Norah is open to discuss.

SIT – Launch meeting November 20th where they will be meeting with the architect.

LSAT – list of topics (Parent teacher conference, home visits, report cards)
Holiday Gift for Teacher/Staff

Kerry gave the following breakdown:

- Focus teachers - $10/per family
- Everybody else - $20/per family

She said the Pay Pal link will be distributed to collect the money.

The funds will be distributed evenly amongst teachers and staff. Principal Lycknell to discuss with DC Ethics officer possibility of collecting additional money as it is anonymous pooling of funds. Other gifts such as kind words and gift cards for supplies were greatly appreciated as well. Discussed opportunities to extend Teacher Appreciation beyond 1 week to sponsor more breakfasts, etc.

Carol brought up helping needy families and is there any way to identify them. A grocery store gift card was suggested. Denise may be able to help with this. Norah didn’t want to offend anyone and a suggestion such as identifying resources for needy families in a Tues News may be the way to go. It removes the stigma. Brent can contribute to these resources.

Meeting adjourned 7:42pm.

Action Items

Add the following to Tues News:

- 12 days of Giving
- Full description of topics covered in Community meeting
- Announce Brent Book Club in January
- Identify resources for needy families
- Identify all Wards offering breakfast and lunch during winter break

Tabled Items

- Rising Together Restructuring