

## OPE PTO Meeting Minutes 12/7/2020

A combination of the stuff we are doing right now. People do not know about.

- Deck the Chairs. Ocean Palms did a display with Beaches Go Green. Beaches go Green has gotten national media attention for it. Gotten agreement to be on Drew Berrymore show as well.
- If you have not been down there, go. It's cool.

Otter Run in magazine with pictures and article. We raised about \$47,000. Very successful. Goal was \$40,000.

- The teachers and staff had to pretty much do everything- huge thank you to them! Kids loved it.

Thank you to everyone for those helping families in our school that need help this time of year with holidays.

- Mrs. Peligrino put together sign up genius and wish list
- Generous support of our families, the PTO did not have to pay for anything
- Amazon wish list and Publix gift cards were all met by giving families

Amazon Smiles- be sure to sign up under Ocean Palms so we get money

One of our teachers, Lori Price, 1<sup>st</sup> grade teacher, current SJC teacher of the year. Won last school year. Sent email to Chris that Inc is having a tough time (does teacher of year and rookie of year program), they are interested in them helping us. Ms. Price is an awesome teacher. She had been at Webster before (Tiffany Cantwell was with her before)

Box Tops- don't forget to scan your receipts. Super easy way for us to make money – free!

Ashley Black: Otter Run. Final check came. Thank you Lorraine and Lucinda for all your work.

- Thank you, Ashley! Fantastic event

Jessica and Lisa: Book Fair- happening now. Unfortunately we don't really know how we are doing since Scholastic is not set up for online info. We have had a lot of traffic but we don't know how much we have sold. Morning news book teasers. Flyers. Lisa made fireplace out of cardboard "fireside chats" and kids are reading books in front of there. Fingers crossed. Thanks Joanna for posting on facebook.

Lisa: Press – Otter Run in Recorder, Newline, and Ponte Vedra Neighbors magazine. New staff members article (asst principal and literacy coach) coming out

Sonya – Otterpalooza- went through auction items. Brittany and her met and they went through all baskets and items. Amazing how much we did collect last year for auction through grade level participation. Looking into idea of virtual auction. Not sure if April will happen for Otterpalooza. Virtual seems to be most realistic at the moment. When should we start talking

about that? Lorraine: we do not want to pay yet to OneCause until we have event and need software. Original plan was to pay in January and they said it was fine. \$2000 balance (we paid \$1000). Don't give any more money until we know what future plans are. Nemours is doing virtual auction- probably going to need to look at that option for sure. Software is that something we would use for a virtual auction as well? It could but not sure that we need the software. Want to explore various options.

Christina: Art to Remember- Good news- first year all online for sales and we are up from last year. Last year we had 32% participation \$8000 in sales and this year almost 50% participation with \$15000. Late orders are happening now so don't have final numbers. Mrs. Rodriguez will get what they are used to and plus some! YAY!

Spirit night: Trasca has marketing person- got email from. She said anytime M-Th 4pm-7pm we can have a spirit night there. What do you think? Normally they bring us the date, but now we can choose the date. Anyone thoughts? Can we do this year or after New Year- like don't cook tonight it is a busy time of year. We can do it whenever. Anytime. Before break would be next week. We could just plan it before Christmas day. Do kids have to turn in receipt? Don't think so- they just say you are with OPE. Receipts are for class dollars I think to have participation competitions. If we are going to do it, we should do before school is out? Is early release day a good option? Yes. Do it Wednesday, 12/16. Ask the teachers to help get the word out and maybe do an incentive? Mom writes note that they went.

Tiffany could not be on meeting. She had district meeting to attend. Not much new happening.

But big thing...Membership toolkit. Using Apricot now but not getting much benefit from it and it is expensive. Membership toolkit is less than ½. Want to start conversation about what to do and what we can use it for. Are there things we like from Apricot that we want next software to have....

- Able to compile list of different membership levels
- Send emails for renewals
- Does it process payment? It does not. It just records it. There is a CRM that is free. (Jen Werba has info). You can do emails through that system also.
- Membership toolkit has website, app, sell merchandise
- Was there any event support of ticket sales? Lucinda has used it. Chris does not think that is an option. You can do donations, memberships, and spirit wear but we think that is it.
- It looks cool.
- Online directory on your phone if you needed to get in touch with someone was available.
- Landrum uses it. They send out stuff. They don't do as much fundraising but they do ask for donations through it.
- Biggest hurdle is implementation. It will take over by media committee and membership and spirit wear committee.
- Who else can help with it?

- Joanna wants to know more about it. Did email president of PVPV bc they use it but has not heard back from her yet. How much will it help us? How involved is set up?
- Maybe best to start scratch at the beginning of next year? Apricot doesn't let you remove people who are no longer at OPE. So just putting in new people next year.
- Can we ask room moms for help this year? That could be a great starting point. We need to find out what is involved in doing a data dump. Try to get in touch with a rep and have them show person in charge of this how to do everything. Lucinda does have a contact that could talk to us about what all is involved in setting this up.
- Chris: hoping this could go live separate from what we are doing this year and then have until summer to get it all set up and roll it out slowly. Then over summer use it to send out reminders and things.
- Just start with PTO active members (board) who attend meetings to practice with. So we can fully understand it.
- Our database only has PTO members so we will still have to use PeachJar and Mrs. Cantwell's email blasts.
- Membership toolkit might set up for members and then all school people.
- Ask everyone to update info in app. So someone did put in info. If people joined Pto then they would have access to the info which included online directory. If you were not a member, then you would still receive info/email blasts as long as you updated your info.
- Suggestion of forming to committee to research everything and figure out best ways to roll it out.
- App seems pretty easy to use
- Chris will contact Leslie at PVPV
  - o We need to know how info gets in new system?
  - o What levels are available?
  - o Are people able to be on toolkit without being on PTO? Yes
- Wild Apricot = \$200/month so the sooner we get away from it, the more money we can save
  - o Stop Wild Apricot now?
  - o Do we have contract with them? Not sure
  - o Send login to Chris so he can research that more
  - o Figure out who first set it up to get more info

## Budget

### Anything else upcoming with playground?

- Expenses – foundation sign paid for
- Sponsor sign ordered
- Only other expenses expected = red ribbon cutting ceremony. Maybe just forget it bc earliest we could do it would be next school year and does it matter then?

Pavers – not very many orders. We paid for those up front. They have not responded to Jen yet but she will call again to find out when more are coming. So no additional costs since we prepaid.

Playground – sponsor sign should be delivered soon,  
Thank you, Jen, for all your work on the playground. Thank you to everyone who helped.

Claire sent out email about teacher gifts. Maybe get them a paver.

PTO Holiday party – Feelings?

- Who is comfortable being indoors with people?
- Where would we do it? Someone's house? That is what we have done in the past.
- Are people more comfortable at a restaurant?
- Nona Blue Room- free.
- Do after New Year? 2<sup>nd</sup> week of Jan?
- Just social time.
- Do a lunch instead?
- Lunch might be easier for people.
- Plenty of outdoor eating options also.
- Stacey will call around and find something.

Sending items into school? How long do items need to quarantine? 3 days if it is something that is for children. Prepackaged, store bought, individually wrapped.

Open board positions

We need to talk about who/what these positions are going to be.

President, VP, secretary (immediate opening)

- If you are interested, reach out so we can discuss what the jobs require

Teacher appreciation chair- don't have anyone doing yet. Does not start until later in the year.

May 3-7, 2021. Hoping to get this position filled.

- Organize it, do sign up genius, let parents help
- Not sure what we will be able to do by May
- We need someone please!

Holiday lunch for teachers- Zoe's boxed lunch, cupcakes (thank you Stephanie Marciani)

- Each staff member \$50 target gift card
- Bus drivers \$10 target gift card
- Elf cart – popcorn and snack cart by Tiffany
- Thank you successful Otter Run money.

Teachers also got mini grants.

Box top instructional video on Facebook- check it out. Thank you Joanna!

Next meeting: Jan. 11, 2021.