



Amanda H North PTO General Meeting

October 13, 2025 / 9am / PTO Room

BOARD MEMBERS

President Shannon Strauss
First VP Nicole Keswani
VP of Marketing Bethany Vriseman
VP of Events Mallory Darcy
VP of Volunteers Tara Tsagouris
VP of Staff Support Candice Friend and Melissa Miller
Membership Secretary Tamara Gilbert
Recording Secretary Robin Ellison
Treasurer Megan Hartsfield

COORDINATORS

Spirit Night Coordinator Jennifer Hite
School Supply Kit Coordinator Amy Lewis
Room Parent Coordinator Susan Lam
Webmaster Jacob Court
Spirit Wear Coordinator Jacob Court
Copy Room Sarah Rennert
Student Appreciation Week Beth Pearman and Sarah Rennert

MEETING AGENDA

Invest Updates: Tamara Gilbert

Spirit nights: Jennifer Hite

Movie Night Recap: Mallory Darcy

Cookies with Santa: Mallory Darcy

Treasurer report: Megan Hartsfield

PBIS cart: Nicole Keswani & Shannon Strauss

Wishlists Update: Shannon Strauss

Teacher Lunch: Candice Friend & Melissa Miller

Spirit Wear Updates: Jacob Court

Sponsors Update: Shannon Strauss

Library Requests: Shannon Strauss

Playground Requests: Shannon Strauss



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MINUTES

Members in Attendance:

Shannon Strauss, Tara Tsagouris, Bethany Vriseman, Megan Hartsfield, Nicole Keswani, Tamra Gilbert, Lauren Ignomirello, Beth Pearman, Sarah Rennert, Susan Lam, Robin Ellison, Jill Justus, Melissa Miller, Jennifer Hite, and Tiffany Perry

Meeting called to order at 9:01am.

SPIRIT WEAR:

Shirts will be ready this week. Any volunteers to help sort would be great.

EVENTS

Mallory sent in an update. Movie night went great. Tweaks for next year: move screen farther from soccer fields. Screen in car line and parents sitting in the parking lot instead. Soccer was a great addition. Playground was too dark to use again unless lights get installed.
Cookies with Santa - Santa has been booked! Savings gained from rebooking a second year. A planning breakfast has been scheduled for the planning team.

WISHLISTS

Teacher wishlists closed last week.

SPONSERS

3 New ones!! Ascend, McDonald's, & Rodger's Group Inc added.

REQUESTS

Library would like reading prizes covered for the school year. Cost \$334. PTO voted. Nicole motioned to approve. Robin seconded.

Mrs. Johnson is requesting stencils for playground. \$300 for four square, \$80 for hopscotch. Sensory path decals for floor. PTO voted. Nicole motioned to approve. Sarah seconded.

Next Beautification Day: Nov 8th, 9-11.,

PBIS Cart

Decided on a date: Jan 9th during recess.

Sign up being built for 4 volunteers per slot.

Remind teachers to carry coyote cash to cart.

Include PreK, at their long recess.

Room moms come in to count coyote cash and get everything set up with preorder.

Idea to add chips

Include SPED class in cart visit, have squishy (but non liquidy) items available, no coyote cash needed.

TREASURER REPORT

Incoming from School Supply donation kit (money back) for \$1100, Hats \$179.14, Andy's \$200, Spirit Wear \$3900 Outgoing to coffee bar, event startup laminator & balloon arch, refill Invest supplies, back to school bash supplies, leaf blower, refund Mrs Gladish who accidentally invested two times, spirit wear ordered, school supplies, steam night supplies, teacher requests \$3600

Spirit wear sales were down this year. Maybe too many options and too expensive. Ideas: Look at past data to see which styles were most popular. Consider reopening the store. Reduce selection and reopen in Oct for delivery by Dec. Suggestion to add blankets. Suggestion to add discounts for multiple items. Suggestion to read the spirit wear discount to Invest incentives.

Soccer goals are very expensive reselling them has been a struggle. Suggested to "fire sale" them. Coach Ferrie is reaching out to see if the company will refund us at least something. Motion to request an exchange and lose money on the unusable goals but at least gain goals we can use. Decision to attempt once more with the company and then fire sale if unsuccessful. Approved, and seconded.

INVEST

This year we are at 65% of the school invested.

- Gold 25%
- Silver 9%
- Bronze 66%

Discussion of what's working well and ways to better our Invest program. Suggested ideas: Letting families and sponsors know more specifically where their contributions go. Bethesda example: Just opened it up in Oct, and using teacher videos showing where their money will go (sitting at a broken table). Suggestion to advertise early but not open until back to school bash. Discussing the best way to structure spirit wear orders for quick turn around but plenty of time to allow families to order. Suggestion of having a specialty item each year to preorder. Suggestion of purchasing a popcorn machine, cotton candy machine, and/or snow cone machine to lower the cost long term for these incentives.

Reflection: Lowering the price of invest didn't positively impact fundraiser or increase number of members.

Suggestion of offering a "Family Invest" for families with multiple kids.

Last year Invest earned \$25k

This year Invest has earned \$22k (Still me goal of \$20k for this year though.)

Invest parent input - less stuff, more experiences - prizes instead (ie popcicle party, pizza party, games, etc.)

Discussion of including everyone to at least get something (Bronze would get a popcicle). Discussions of how other schools provide Field Trip shirts. Could PTO buy a shirt for everyone. Could invest be a classroom goal: ie 90% invested and earn a cotton candy party. Suggestion to keep the teacher prizes too, but add student incentive.

SPONSORS

How can we communicate and celebrate sponsors better. Letting them know exactly what they are paying for with the school. Take pictures of anything purchased and repost a thank you from sponsors for extra recognition. Give sponsors the option to sponsor specific things, co-sponsor, etc.

Should we do an incentive to get more parents following the PTO Facebook page for updates and info. Jill offered to share a link with the whole school so more parents truly see that we have a Facebook page.

If sponsors choose what to donate towards, strong documentation will be required. Extra shoutouts would be a great addition with or without specific donation assignments. Suggested to give sponsors a plaque at the end of each year as a thank you with a photo of students included.

SPIRIT NIGHT

No big updates. Our contact at ChickFilA has left, and we are looking for a new contact there. Marco's is our backup. Discussion about a previous trade with Chick-fil-A to open up a "DoorDash" -esque day for teachers on the same day as our school spirit night with them. Sodas bought from Walmart the last time we did this. Lots of participation and successful experience.

Upcoming spirit nights:

Brentwood Skate (January)

Spring - TennPinn (March))

Aiming to have a new partner like Swig in May.

VOLUNTEERS

Teacher recess coverage - short volunteers for second grade , third grade , and fourth grade,

Staff Coverage for 10/30 - really lacking on volunteers as well.

Room parents & Jill to send out links to families and share volunteer openings..

TEACHER APPRECIATION

Good Morning Sunshine theme (breakfast all day)

Oct 29th

PTO Sponsored lunch

Melissa and Candace meeting up this week to finalize details.

Big Bad Breakfast is providing food, but not super responsive.

Shannon covering PreK recess coverage.

STREAM NIGHT

It was a success! Thanks given for volunteers and ,donations. Feedback or high school volunteers - give them bigger chunks of time and offer snacks.

SCHOOL CAMPAIGN

Starts today! School is giving duck prizes. Opportunity to win bigger prizes but they will be delivered later when products are delivered at the end. Golden ticket given for registering and sending seven email addresses. Easy fundraiser for the school. Ends Oct 27th . Goal to earn \$7k. School gets 40% of proceeds and items delivered before December break. Everything is done online. Signups to volunteer for prize distribution has been very successful due to not requiring tier 3 status.

STUDENT APPRECIATION

Potential to order a startup sno-cone machine. Motion to buy and seconded. Agree to buy the nicer one for quality and longevity. Suggestion to take advantage of Prime Days for big orders. Suggestion to require viewing a cleaning video for anyone who uses the machines. Suggestions to let teachers rent it out as well IF a PTO member is also present.

Motion to order stencils,

Reaching out to Ledbedder to use funds for Read Across America week and ““go big”“.

Invest shirts. Suggestion to change to an invest Color Run shirt with a white ANE shirt instead of that being a field trip shirt., Suggestions for other fundraisers: Valentines Day, Field Day Coffee bar for parents, Legacy Wall (too expensive), admission fees for movie night, charge for parking,

Meeting closed at 10:16am.



Continued...

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