

[DRAFT] Minutes for Executive Board Meeting, 11/13/19, 7-9pm
Oak Hills Community Meeting Room

In Attendance: Mya Erickson, Angie Zahler, Katie Rup, Jenea Phillips, Katrina Cole, Jen Harvey, Audra Gilman, Javier Turek, Spring Patterson, Jo Salicos-Murphy

Meeting called to order: 7:05pm

Vote to approve minutes from Executive Board meeting 10/9/19 (all) - 5 min
Angie motions, Jenea Second, motion passes

Presentation on website changes (Javier and Spring) - 30 min

Website team solicited Board feedback on content and design.

Plan is to have new website live by end of November.

Javier presented 3 design proposals. The intention is to move quick in implementing new website. Team is expecting more feedback once website is live. Will push to publish so can get that input stage.

Javier going on sabbatical for about 1 month, team is working to get most changes out before that time. Javier will be somewhat available for minor changes during that time.

Team introduced 3 main points of concentration:

1. There are 3 proposed designs. Intention to move quick. Expecting more feedback once live, pushing to publish so can get that input.
2. Want to get ownership to board members. Make it dynamic
3. Connect with social media. Auto import from website to social media is planned, there will be kinks to work out.

All 3 proposed options will also work well on phone. Management of content is same across options.

Option A: Has social media links and menu on top, large picture (updatable). Scroll down for list of updates. Right side will have calendar and search bar, other links. Can add navigation links to bottom. Less busy than current website. No cost option.

Option B: Menu appears at middle top of page. Top bar for social media. Calendar on right, events on bottom. Nav at bottom. No cost option.

Option C: Carousel images center top of page. Menu at very top, similar to Option B. Stories/updates at scroll down. Can add nav to bottom. This option costs \$79

Suggestion is to start with no cost option, and upgrade to a premium template as need arises.

Board chose option A.

Decisions to be made:

Website Header -- which picture? Otter with glasses (ask school for file)

What lead picture? (currently pic of the school entrance).

- Some PTOs use a bookshelf
- Does having colorful picture detract from keeping it visually simple?
- Current decision - no picture on top, use large space as spotlight on current PTO focus events.

Menu Drop Downs

- Proposed headers/tabs: Blog (news feed), Administration (bylaws, etc), Programs and Activities, Fundraising, Volunteering, files and forms (reimbursement, etc).
- Administration proposed header will remain as current: "About Your PTO"
- Keep current 'school/community' tab/links, rename "School Administration"

Wants:

- Add sponsor recognition (logos, hyperlinked to websites) to bottom of home page,

Action items,

- board pictures,
- gather forms (check for current update, add new).
- Board training Nov 25th.
- Newsletter integration will be on hold until late Jan/Feb.

Dec 2-7 is last window to make tweaks with Javier. Next opportunity to make changes via Javier will be late January. Board will be making content changes beginning in December. End of Jan will revisit any tweaks that need to be made.

Spring will extend instruction via email to sub committee chairs (art lit, etc) to email updates to VPs before Nov 25th. Will make the updates there at meeting during changes.

Spring will provide list of board emails to Javier to create user accounts.

Board needs to create some processes around who and how updates happen.

Example: art lit needs to make content changes, must get info to Board Member X to be updated on site.

Recommend to post some upcoming Dec events into updates prior to new

Biztown debrief

PTO is working to help BizTown sign up their volunteers. BizTown will come to Nov 20th PTO meeting for approval to run popcorn Fridays in Nov and Dec. After vote, money from popcorn Friday will be directed to field trip. Sara will send list of volunteers to VCs to input into volunteer system.

Board Relations Discussion

How can the PTO Board increase positive interaction with our membership? How can we be more inviting to members to come to the meetings?

Board wants to increase positive feelings within PTO community. There have been reports of people feeling rebuffed when looking for support. Although the PTO is not able to support all proposed endeavors, we will be working to provide ideas and positive feedback in situations where we must decline direct action.

Board needs to invite people to rise to opportunities and leadership. We want to promote ownership of committees, projects etc,

The PTO Board cannot be responsible for fulfilling and facilitating all PTO programs. Board members should serve as advisors and give oversight, but the bulk of action should be coordinated by committee chairs.

We understand that parents help where they can. PTO can work to increase opportunities and awareness for volunteering in school and PTO activities.

RFF's - Audra will bring to Nov 20th

TAG -- Parent information mtg 6pm, Nov 20th. About 20% of our students are TAG. (this is a 1-in-5 possible topic - double check figure).

Spirit Week -- teachers felt spirit week made it difficult to teach. Board may try to push Spirit Week to end of school year.

Food Drive -- Dec 6th kick off assembly. Theme will be Colleges vs Colleges, as it was popular last year. Drive will end Dec 20th. We will begin promoting in newsletter, etc.

Blazers -- Sheila is looking into free kids tickets to offer community.

DVD Player/Movie Night -- There will be a new DVD player that will live in the gym, in response to the recent movie night fail. Movie night take-two will be Nov 22nd. Sheila will train movie night volunteers prior to event. Movie night is free, donations always welcome.

Class Lists -- PTO needs to figure out if we want to issue directory, how it would be managed, etc. Will address at Nov 20 PTO mtg. In meantime, Volunteer Coordinators will get list of CVCs to Sheila. School will provide class list to CVC. That info is only for CVC purpose, but not for general distribution to the class. Full directory will need to be a separate endeavor.

Snack Pantry -- will be a one time ask for \$500 to fund snack pantry at Nov 20th mtg, with plan to become line item for future budgets. Will try to get committee support and contribution. Working with Oregon Food Bank to possibly supply fresh foods. Will be stored on stage in bins. PTO will need to establish system to monitor and replenish supply. VPs will add ask for contributions in newsletter. Families should bring donations to front office. Katie will ask Sheila to confirm how to collect. Board will facilitate snack pantry this year. Will look to form committee to facilitate snack pantry in future years. There will be zero stipulations on how snacks can be distributed, will be teacher discession.

McTeacher Night -- at Nov 20th meeting, ask will be made to direct fundraiser profits (apprx \$800) to staff room project.

Art Carts: Sheila is requesting assistance with replenishing Art Carts. Cynthia will solicit needs, school is asking for someone in PTO to do the shopping. Will ask for volunteers at the Nov 20th meeting. Can ask art lit committee.

School supplies -- Many people in our community prefer the option of ordering school supply kits. PTO should discuss whether we want to reconsider this option. We will discuss at the Nov 20th mtg.

Angie will research and bring some options. Has some contacts for bulk buys, will do some research.

Jenea made motion to adjourn. Mya second. Meeting adjourned 9:17pm