

PTO Minutes from January 3, 2012 Meeting

In Attendance:

President: Jodi Steeno

Vice-President: Michelle Tuminaro

Treasurer: Dianna Buettner

Secretary: Angela Nollett

Publicity: Michelle Arnoux, Toni Sabel

Hospitality: Heather Douglas, Candice Ensslin, Kristie Janka, Daphne Monroy, Jennifer Rocen

Roll Call and Correspondence

Treasurer Report:

- Dianna, Beth, and Michelle met with Bob Blumberg about the PTO seeking 501c3 status, and Dianna created a “To-Do” list based on that meeting. (See handout.)
- She feels we should incorporate, whether or not we continue on to seek 501c3 status, as it would be desirable to make ourselves legal.
- Michelle noted that the \$4000 in fees is a one-time expense; going forward, it would cost us a \$25 annual fee.
- Asked about why this status would help us secure donations, Michelle answered that it would allow businesses to take their donations as tax write-offs.
- Asked if any other PTOs do this, they answered, “Yes.” It is in fact the usual course of events.
- Furthermore, it would formally make us a not-for-profit organization, which means that we do not have to file state and federal taxes.
- Asked about the timeline on approval, they responded that if our ducks are in a row with the attorney, we could expect a “quick” approval time.
- Asked about whether this would limit the number of people who could serve as treasurer, they replied that no, it would actually make the job easier and continuity better.
- Asked about what it means to become incorporated, they replied that it would mean that the PTO would not be liable for the behavior of individual members, (e.g. in the case of embezzlement). [ADDENDUM to the minutes by the treasurer for the purpose of further educating our members: The first and foremost advantage of incorporation is to protect yourself from personal liability. When you are a sole proprietor or partnership you are liable for the business’ debts including if you are sued. This means creditors can go after your home, your car or your personal investments to satisfy any judgments against your or any debts the business has. With a corporation or LLC, the business is the one who remains liable for all debts including lawsuit awards. The owners only stand to lose the amount that is invested in the company and nothing more. Of course there are exceptions such as a fraudulently undercapitalized corporation or personal liability for egregious or criminal conduct. However, in most circumstances your personal assets will be protected. If you are also listed as a director or officer you will need an Indemnification Agreement to further protect you from personal liability. It is still advisable to obtain business liability insurance to protect your business and its assets.]
- Beth pointed out that this would also take some burden off of families who wanted to

donate, for example, to the playground in the back. It would reward our families, not just businesses.

- Asked if we have been turned down for donations before because we are not 501c3, they answered, "Yes."
- Asked if we have the funds to pay for this, they answered, "Yes." Sufficient funds are already in our account.
- Jodi called for a vote on seeking 501c3 status. Dianna motioned that we do seek 501c3 status. Beth seconded the motion. The board unanimously voted in favor.
- Dianna requested help setting everything up, and especially in securing a laptop.

Ongoing Business

MS Book Fair Wrap up: (Nollett)

- Gross sales from the 2011 Scholastic Book Fair at the middle school were \$1975.79, which earned us \$743.72 in Scholastic Dollars. We took our profit in the form of Scholastic products and spent \$699.72 in Scholastic Dollars on approximately 85 new books for the middle school library. (There is also a small account balance, which will be available to spend on Scholastic products as soon as financial forms go through. Please note that there is no question of "cashing out" the profit from the middle school fair; we do not hit the required sales threshold to take any cash profit.)
- Mrs. Cole helped us select the books, working from a list given to us by Mr. Runck, individual teacher requests, and her own assessment of the library's needs. For example, we were able to get a new set of biographies for the library. We were grateful for her help in spending the money where it would be the most useful.
- This year, the middle school book fair moved from Thanksgiving break to the 7th-9th of December; ran only during the school day (except for one day, when it stayed open until 4:00pm); and had nearly the exact same sales numbers as it has in the past. (The 2010 fair had \$1956.33 in sales; the 2011 sale had \$1975.79 in sales. So this year's sales were about \$20 higher.) Previously, we had worked during the break and before and after school hours in order to encourage parents to attend the fair, but that doesn't seem to be necessary. Since it is generally easier to find volunteers for regular school hours, and Mr. Runck reports that it will work with MS scheduling, we'd like to keep it that way going forward.
- We were pleased to have the Beta Club students run the One For Books charity component of the fair for the first time this year. Their coin drive raised \$18.98 to purchase books from the fair, and since Scholastic will match each dollar raised with its own donation of a new book to charity, the students' efforts resulted in over two dozen new books going to needy kids. We benefit from the profit on that \$18.98 in sales, and we also receive a \$25 incentive from Scholastic for simply running the program, no matter how much we raise. But the real story is that, of their own initiative, the students also ran a used book drive, which was a tremendous success! They collected approximately 625 used books, which they will donate to Better World Books, which sells the books, with profits going to global literacy programs and libraries. We will leave it up to the Beta Club to decide if they would like to continue with this project in the future and thank the students very much for giving it a try this year.

Manna Gift Card Holiday Wrap up: (Kearns)

- End-of-year totals: \$9, 475 in sales, \$369.80 in profit. Overall, everything has been going well. Sales are about even with last year.

Market Day: (Sabel)

- \$636 for December, which is about \$60 more than last December.
- Thanks to all the volunteers!
- We are short-handed for volunteers. Please help with the Market Day pick-up on 1/26.

Local Merchant Program: (Tuminaro)

- Jimmy John's sales in December were \$55, which is low due in part to confusion involved in getting the word out.
- There was also a Dunkin Donuts/Baskin Robbins fundraiser in December. Approximately 25 pounds of coffee were sold, with the highest selling class being at the middle school. Approximately 3 cakes were sold.
- We are still working to set up a date for fundraisers at McDonald's and Brunch Café.
- The Jimmy John's date for January is the 19th. Maybe we'll try a different day of the week to see if sales improve, but for now, it is the only fundraiser in January, so we hope it will do well.

Ladies Day Out: (Bolf)

- Early Bird pricing has been extended through the 15th of January.
- Silent auction items are now being released on the Facebook site, one per week.
- 53 tickets have been sold (and an additional one given away as a promotion).
- 32 of the raffle tickets for the Wisconsin Dells have been sold.
- People can e-mail frgldo2012@gmail.com with table lists/seat arrangements. 8 people per table is ideal; they will attempt to handle special requests.
- A note will be going home this month asking for monetary donations towards the grade-level baskets.
- Invite your friends and family!
- Donations are still needed, as are volunteers for the day of the event. Please e-mail frgldo2012@gmail.com if you can help!

Committee Vacancy-Mother/Son Dance: (Steen)

- Please contact Jodi to volunteer before it is too late to hold one!

New Business

Liaison Updates

ARS (Mrs. Dilsaver and Mrs. Diller)

- Mrs. Dilsaver said that she would e-mail the staff about getting tables for Ladies Day Out, and the ARS staff will donate a basket.
- The Christmas parties went well. The teachers feel that the new room parent scheme is working well.
- Thanks to Paulette, Laura, Marge, and Mr. Rovin for boosting staff attendance.

MS (Mrs. Bebbler and Mrs. Loewes)

- Mrs. Bebbler reported that the used book drive was great for the whole school.
- Mrs. Loewes said that a few of her students won the locker lottery (for posters from the book fair), and it was thrilling.

Administration Reports

Mrs. Karen Machroli

- The mobile dentist is coming.
- The steel drum band that the kids have so enjoyed in the past is coming back. She has

requested a Disney theme.

- AIMSweb testing will be done throughout the school the week of January 30th.
- Preschool and Kindergarten screenings will be done the 22nd and 24th of February.

Mr. Erick Runck

- The district was under a Code Yellow today for an alleged robbery. That means that the schools are in a partial lockdown (i.e., all outside doors are locked); if you wish to pick up your child from school, call in to have your child escorted out to you. He had spoken to the chief of police as recently as 2:00pm, and the chief reported that there were no signs of inappropriate activity or any alleged suspects.
- The pie-pelting which had been a fundraising incentive took place and was good fun. Mr. Benrus provided a “The Grinch Who Stole Christmas” theme.
- Thanks to the book fair crew. The kids enjoy it.
- Positions for girls soccer and girls softball coaches are still open, although we haven’t had enough girls to field teams recently, as most prefer to play on traveling teams. Contact Janet Mollet.
- Tonight, there is a sports parents meeting and a Scholastic Bowl parents meeting.
- The boys basketball tournament kicks off tomorrow.
- The 5th grade Activity will be skating at X-treme Wheels.
- Asked if the children were made aware of the Code Yellow, he replied, “No, because nothing was ever substantiated.” Also, the normal routines of the middle school were not disrupted by it. Mrs. Machroli said that the children at ARS were aware of it because it affected recesses, (which had to be held indoors).
- Asked how parents can get on the list to receive emergency alert phone calls, they replied that it is an option given on the registration forms, but at this point, parents can call the schools.

Miscellaneous:

- Jennifer Rocen asked for feedback on how people liked doing an activity like ice skating instead of a traditional dance for the Mother-Son Outing. The former chair said that there was not really any complaining last year, and Mrs. Machroli said that it was much less controversial than it had been the first year it was moved to an outside venue.
- Candice Ensslin and Jennifer Rocen volunteered to chair the Mother-Son Outing!
- Candice will put a reminder about the afterschool programming for the remainder of the year in the Newsflash.

Meeting adjourned at 4:10pm by Jodi Steeno. Next meeting is Tuesday, February 7th at 3:30pm in the ARS library.