

Joslin PTA Executive Board Meeting Agenda & Minutes

Meeting Date: 2/8/17

Agenda:

1. Approve previous meeting minutes
2. Treasurer's report
3. Officer's reports
4. Mini-grant tracking
5. Follow up on previous tasks / business:
6. New tasks / business:
7. Tasks to complete before next meeting

Members Present

Christina Erickson, Phoebe Hale, Jennifer McGaffney, Michelle Degon, Summer McKinnon, Julie Barschow, Debra Ambrose, Tamara Russell, Natasha Chapman

Call to order motioned by: Summer McKinnon

Call to order seconded by: Christina Erickson

Motion to approve meeting minutes by: Christina Erickson

Approval of previous minutes seconded by: Phoebe Hale

1. Previous Meeting Minutes

<https://drive.google.com/file/d/0BwxZi3j7Bpo3LVBCaDh0UGxPT3M/view?usp=sharing>

2. Treasurer's Report

Current balance:

\$6592.62

Credits since last report:

1/28/17	542	deposit	photo commission check
1/28/17	21	deposit	membership
1/28/17	120	deposit	T-shirts

Debits since last report:

1/18/17	-100	check #1128	Chapman minigrant
1/18/17	-200	check #1127	Degon & Presswood minigrant

Outstanding debits/credits:

1/18/17	-100	check #1129	Nesselrode minigrant
2/6/17	-542	check #1130	photo commission check reimbursement/donation

Budget concerns / changes / updates: **Effective balance: \$5950.62**

Treasurer's comments & other info:

2016-2017 PTA Budget as of our November 2016 Meeting

Start of Year Balance:					\$3,982.66	
REVENUE	Goal 15-16	Actual 15-16	DIFF	Goal 16-17	Actual 16-17	
Membership Dues:	\$1,000	\$1,148	\$148	\$1,300	\$2,018	
Fall Fundraiser:	\$2,500	\$2,387.98	(\$112)	\$2,500	\$2,448	
T-Shirt Income:	\$400	\$436	\$36	\$500	\$764	
Donations:	\$200	0	(\$200)	\$1500*		*Plum Fund or Go Fund Me for T-Shirts
Spring Fundraiser:	\$2,100	1,054.45	(\$1,045)	\$2,500		
Miscellaneous:	\$0	\$0	0	\$0		
Total Revenue:	\$6,200	\$5,026.43	(\$1,173)	\$8,300		
EXPENSES	Budgeted 15-16	Actual 15-16	DIFF	Budgeted 15-16	Actual 15-16	
TX PTA Fees:	\$550	\$570		\$600	\$338	
ACPTA Council Dues:	\$50	\$50		\$50	\$50	
Operating supplies:	\$30	\$28		\$40		
Bank Charges:	\$0	\$30		\$30		
Insurance:	\$225	\$195		\$200	\$195	
Teacher Appreciation:	\$200	\$401		\$400	\$272	(Includes \$95 spent on Boo Hoo breakfast)
Teacher Mini Grants:	\$500	1800		\$533**	\$500	**We can

				\$2,500 after fall fundraiser	Harris, Chapman, Degon/Press wood, Nesselrod	increase this budgeted amount after the fall fundraiser .
Joslin T-Shirts:	\$1,500	\$1,513.00		\$1,500	\$1,626	
Fall Fundraiser:	\$200	\$99		\$200	\$165	
Spring Fundraiser:	\$204	\$176		\$200		
Miscellaneous:	\$0	\$0		\$0		
Membership & Boxtop Incentives	\$0	\$70		\$70	\$28 \$86 Pizza	
Board Member Shirts	\$0	\$0		\$160	\$156	
Total Expenses:	\$3,459			\$3,983		

3. Officers' Reports


President:	Co-President Tamara Russell would like to share information about Girl Day at UT. https://girlday.utexas.edu/ Registration open now. Free event presented by the Women in Engineering program. Saturday, February 25, 2017 on the UT Austin campus from 12 - 4 p.m. with closing shows from 4 – 5 p.m.
Vice President:	
Secretary:	
Historian:	
Parliamentarian:	
Legislative Chair:	
Membership Chair:	
School staff:	
Principal:	1. We will need to have all of the items for the spring raffle collected before we leave for spring break so that we can get raffle tickets designed and printed in the last two weeks of March and first week of April, and ready for distribution/sale April 10-28.

	<p>2. We need to decide on an amount for the raffle ticket. I am hoping we can raise at least \$3,000...so pricing strategies will be important! If each child sold 10 tickets at \$1/ticket, that would be approximately \$2600, before printing expenses. - DECIDED: \$2/ticket</p> <p>3. Please be thinking about board positions and let me know if you will remain on the board next year and if so, in which position. We will need to recruit for any open positions during the month of March, hold elections if needed during the month of April, and develop our 2017-2018 budget during the month of May.</p> <p>4. Be thinking about creative ways to have a monthly general PTA meeting next year (in addition to our PTA Board meeting). I am all for creative ideas that require fewer days of meetings, such as tacking on a general meeting to the last 30 minutes of each Board meeting...two meetings at the same time. But we also need creative ways to actually get parents here... Maybe a playdate after school where information can be shared with parents on the blacktop while kids play...??? We do not have to figure this out now, but I am open to your cool ideas!</p>
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4. Mini Grant Tracking (\$2,600 budgeted)

Teacher	Date of application	Description of request	Approved? Yes or No	Date of decision	Receipt Provided?	Check issue date & payee	Blurb received?
Harris	12/8/16	Items for the Treasure Chest, to replenish material for various arts and crafts, behavior chart/stickers, pencils/pencil grips, electrical tape/super glue, items for the 100 day party, material for ocean unit and sink and float and table clothes to cover outdoor snack tables	Yes	12/8/16	Y	12/21/16 - Check #1124 \$100.00 Harris	N
Chapman	1/10/17	trip to Austin Zoo	Yes	1/11/17		1/18/17 - Ck #1128 \$100.00 Joslin ES	N
Nesselro	1/9/17	trip to Altitude	Yes	1/11/17		1/18/17 -	N

de						ck# 1129 \$100.00 Joslin ES	
Degon/Pr esswood	1/9/17	trip to Inner Space Caverns	Yes	1/11/17		1/18/17 - ck#1127 \$200.00 Joslin ES	N

5. Follow up on Previous Business/Tasks	
Post information about Box Tops on marquee and Nextdoor	Summer, Christina
Social media campaign for arguing against consolidation	Julia, Julie
Can we hang up the Save Our Schools banner at Manchaca & Redd?	
Continue to collect donation items through February 1	All Members
Research running a successful raffle https://www.irs.gov/charities-non-profits https://www.ticketprinting.com/Site/Articles/Article-2006-05-15.aspx http://budgetraffletickets.com.au/article/ticket-pricing http://www.thefundraisingauthority.com/fundraising-events/nonprofit-affle-tips/ <i>Excerpt from BudgetRaffleTickets.com:</i> The Number of Tickets Generally the lower the ticket price the more tickets you should be able to sell. If you are selling tickets at \$1 each you'll probably in general sell between 2 to 5 tickets to each person. If you are selling tickets for \$5 or \$10 each you may on average only sell 1 or 2 tickets per person. We have seen some great results selling tickets at \$1 each with an incentive for the person selling the most tickets.	Summer Sample from ticketprinting.com: <div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">Sample Your Proof</p>  <p style="text-align: center;">Joslin PTA Spring Raffle</p> <p style="text-align: center;"><small>All proceeds benefit the Joslin Elementary PTA</small></p> <p style="text-align: center;">1st Prize: Hill Country Wine Tour 2nd Prize: All-inclusive Spa Package 3rd Prize: Date Night for Two PLUST MANY MORE PRIZES!</p> <hr/> <p style="text-align: center;">TO BE DRAWN MAY 3</p> <hr/> <p style="text-align: center;">Need Not Be Present to Win \$2 each or 3 for \$5</p> <hr/> <p style="text-align: center;">0001</p> <hr/> <p style="text-align: center;">Joslin PTA</p> <p>Name: _____ Phone: _____ Address 1: _____ Address 2: _____ Email: _____</p> <hr/> <p style="text-align: center;">0001</p> </div>

The Prizes

In general the higher the value of the prizes the more you should be able to charge for each ticket. Prizes valued up to around \$1,000 seem to have tickets priced between \$2 and \$5 (depending on the number of tickets sold). Higher end prizes of up to \$2,000 or \$3,000 have ticket prices up to \$10. Major prizes like cars can have prices up to \$50 or more. The other consideration is, does the buyer actually want the prize! If they do, they are likely to pay more for each ticket. This works well for events where everyone has similar interests and the prizes are related to that interest.

Wealth of your Ticket Buyers

Firstly, I not saying "*poor people don't buy raffle tickets!*" Generally the opposite is probably true, but if you're trying to sell \$100 raffle tickets to people with limited funds you aren't going to sell many tickets. Keep in mind who you are selling tickets to and how much you would expect them to spend.

Raffle Book Pricing

If you are sending 1 book of tickets to each person in your school, club or organisation also consider having a discount if they buy (or sell) all the tickets in the book to 1 person. e.g. for a book of 25 tickets at \$2 each - sell the whole book for \$40 (giving the buyer a \$10 discount).

Examples

Outside the **\$2 each or 3 for \$5** (which is still a solid pricing option) we are starting to see prices such as:

- **\$3 each or 2 for \$5**
- **\$4 each or 3 for \$10**
- **\$5 each or 3 for \$10**

I (Summer) think that the \$2/ea or 3/\$5 sounds like a good, solid price for this particular event. At this price point, if my math is correct, that means for every 1000 tickets sold, we would make \$1800 - \$2000. We would need to sell 2000 tickets for a profit of \$3484 (\$3600 less the \$116 for printing). Each child would

<p>need to sell approximately 8 tickets (\$14-16 worth) to make that happen.</p> <p>Also . . . we should consider incentivizing the seller who peddles the most tickets.</p> <p>Ticket printing:</p> <p>https://www.ticketprinting.com/Raffle-Tickets/Details/Austin-Music-Raffle-Ticket/</p> <p>(\$58/1000)</p>	
FB ad campaign for raffle	Julia
Future board positions - Roster due May 1	All Members
Send notice to staff of looming mini-grant deadline	Degon

6. New Business/Tasks	
Raffle Planning	<p>~Items collected</p> <p>~Price, quantity of tickets - 2,000 tickets at \$2/each</p> <p>~Grouping of items - Julie will start a rough draft</p> <p>~does anyone have connections at a print shop that might donate the ticket printing?</p>
Membership & Planning for next year	All board members will commit to serve next year. Julie (President), Deb (Historian), Natasha (Legislative Chair), Phoebe (VP of Fundraising), Michelle, Tamara (VP of Educational Programming), Christina (TBD), Jennifer (Parliamentarian) and Summer (Treasurer) are committed to serving on the board next year. Julia agrees to be involved next year as well next year, but she will not be able to attend weekday meetings or events. The 5 pm meeting time works well for her.
Mini-grant approval	Voted unanimously to approve 5th grade mini-grant

Collect items/donations now through March 24th.

Sort & prepare tickets and silent auction items March 27 - April 7th.

Sell raffle tickets and run the online auction April 10th - 28th.

Donor	Item(s)	Value	Solicitor	Details/Status
Topher Bradfield @ Book People	signed books	TBD	Jennifer Pace	Confirmed on December 13th. Topher will donate signed books and let us know and estimated value. He will get them to us in

				March. :-)
Whole Foods Arbor Trails	Kid-themed gift basket with gift card	TBD	Julie Barschow	WFM response said to contact via their website again within 8 weeks of event. Julie will re-send request on Feb. 20th. Lucas Santos's (K) dad works in their corporate offices, I believe. Might be worth reaching out to him. They are notorious for denying our requests unless we have an "in."
Radio Coffee & Bar	Coffee/Treats gift basket with gift card	TBD	Julie Barschow	Left phone message on 12/1/16
Kendra Scott	2 Kendra Scott pieces	\$120 - \$300	Julie Barschow	Confirmed - Send email to Kelsey Kelcher late February to confirm pickup time
Round Rock Express	tickets and merchandise	TBD	Julie Barschow	Julie will snail mail request
YMCA	Membership, swim lessons and swag	TBD (approx \$300 - \$500)	Julie Barschow	Confirmed 12/1/16 - Julie to pick up items in March
Tere Mayne	Wine Basket	TBD	Julie Barschow	Confirmed - Julie will pick up
ABGB	Gift Card	Approx. \$50	Julie Barschow	Confirmed - Julie will pick up
Jump! Gymnastics	Classes and/or Camp	TBD	Julie Barschow	Request Sent 12/1/16
AFD Union	Austin Fire Dept. Swag	TBD	Julie Barschow	Julie to ask
Starbucks (Westgate/Wm Cannon)	2 lbs of coffee	\$25	Julie Barschow	Confirmed - Pick up from Sara Metland on Saturday April 1st
Mandi Hooper @ Tapestry Dance Company	Classes and/or Camp	TBD	Summer McKinnon	Request sent 12/7/16
Janie Villarreal @ Ultimate Challenge Martial Arts	4-class pack	\$120	Jennifer Pace	confirmed
Janie Villarreal @ Ultimate Challenge Martial Arts	1 2-hour basic self defense class	\$110	Jennifer Pace	confirmed
Kelle @ Ambrosia Salon	1 Shampoo, cut & style	\$65	Jennifer Pace	confirmed
Azul Tequila Restaurant	Gift certificate	\$50	Jennifer Pace	confirmed
Papalote Restaurant	Gift certificate	\$50	Jennifer Pace	confirmed
Sugar Mama's Bakery	?Gift certificate for cake or		Jennifer Pace	Emailed Jennifer Starkey on 12/9/16

	cupcakes?			
KidsActing	(3) \$25 gift cards w/ tote bag	\$75	Christina Erickson	delivered (in PTA cabinet)
Blazer Tag	Birthday package for 5	\$200	Christina Erickson	waiting on confirmation, sent email.
Altitude Trampoline Park	Jump passes, socks, and t-shirts	\$100	Christina Erickson	confirmed & delivered (in PTA cabinet)
Lone Star Riverboat	4 passes	\$40	Christina Erickson	confirmed & delivered (in PTA cabinet)
Austin Eats Food Trailer Tour	Tour package	\$170	Christina Erickson	confirmed & delivered (in PTA cabinet)
PubCrawler of Austin	Tour package	TBD	Christina Erickson	sent email request, 1/30/17
Yoga Yoga	4 passes	\$70	Christina Erickson	confirmed 1/10/17, (in PTA cabinet)
Zilker Park Boat Rentals	4 passes	TBD	Christina Erickson	sent email request, 1/31/17
Flat Creek Winery Wine tasting	4 passes to a wine tasting	\$60	Christina Erickson	confirmed, certificate(in PTA cabinet)
Fit Austin		TBD	Christina Erickson	called, waiting for manager approval 1/10/17
Via 313 Pizza	gift card	TBD	Summer McKinnon	delivered
Jessica Salazar, hair colorist	gift card	TBD	Summer McKinnon	McKinnon will pick up 2/10
The Void (Martial arts fitness)	30 days free	\$175	Natasha Chapman	card in PTA cabinet
Austin School of Music	1 month free lessons	\$127	Natasha Chapman	waiting on confirmation
Esther's Follies	2 tickets	\$50	Christina Erickson	confirmed, need to pick up tickets at main office
Mike's Bikes and Tours	Tour package	TBD	Christina Erickson	called and left message, 1/31/17
Torchy's	Gift Card	\$25	Jennifer Pace	confirmed, will pick up on 2/9/17
Painter's Palette	Gift card		Christina Erickson	
Sterling Acura	Two detailing		Dora Flores	confirmed

7. Tasks to complete before next meeting	Person(s) Responsible
Consider Costco for pizzas for future parties	
Contact Top Golf to “nudge” them for the donation	Julie B.
Grouping/packaging raffle prizes	Julie B.
Research laws regarding raffles	Julie B., Summer
Raffle calendar for Twitter posts and handles	Julie B.
Set up raffle site on PayPal	Summer
Incentivize raffle ticket sales: top 3 individual sellers, \$1 paw for every booklet sold, class trips	Julie
Do a student survey to get ideas for incentives	Michelle
Write up a blurb with rules, post on back of ticket with a link to complete list of prizes and rules; kids write names	Summer and Julie
Tabled ideas for creative PTA meetings	Julie will do a little research