



Roy Cloud School - 2019-2020 School Year

PTO Meeting Notes

Sept 17, 2019

Call Meeting to Order/Welcome/Introductions – Yvonne Sarles

- The PTO meeting started at 6:35 pm in the Library.
- For attendee list, please see Appendix 1.
- For post meeting notes on Measure H, please see Appendix 2
- A reminder of the [Roy Cloud PTO Meeting Norms](#)
- Thanks to the Dad's Club who helped so much at the great BBQ event. We appreciate all of their efforts!

Financial Report - Jim Balestieri

- Income report – The current income driver is the Direct Donations campaign which raised \$30,000 in August. Our current cash on hand is \$34,000.
- Expense report – expenses thus far are minimal. Still waiting on District invoices.
- Contracts report - All contracts were signed this summer resulting in \$375,000 worth of commitments for the 2019-2020 school year.
 - Yvonne, Jim, Amy and Principal Prystas all share the load negotiating contracts with the school district serving a role as well. They divvy up the job by topic/contract.
- Question about year-by-year “carryover” in the budget: Each year a minimum \$100,000 is reserved for the next year’s budget, it is reflected as a line item in the current budget. [The current budget is linked on the PTO website.](#)
- Question about where funding may come from if the PTO supports the Measure H campaign:
 - Yvonne suggested a line item approach that would take money from activities that are unlikely to need their full allotted budget (and are not contractually obligated). She suggested two that may qualify:
 - i. The teacher grants line item of \$45,000 with a current \$30,000 balance. The total amount spent last school year for teacher grants was unknown.
 - ii. The Middle school instructional support line item of \$33,000 with a full remaining balance. This is the second year this line item has been budgeted and not spent - they are funds reserved for a Spanish program that has been difficult to staff and implement.
 - Parent Lucy Wicks suggested framing Measure H support as a series of small cuts across all programs without contractual obligations. This would avoid a false “either

or” argument. Yvonne expressed concern that that would be a disruptive force for many programs rather than affecting one line item that we really may not need.

Direct Donation Campaign - Leanna Staben

- Fundraising Update: We are at 32% of our goal right now which is wonderful but not as far as last year in terms of money raised. The campaign has received 70 donations thus far (it was 83 at this time last year). Company matching is not accounted for in these numbers.
- Campaign Ethos: Participation really matters – would like to see an evolved culture that embraces participation at any level a family can provide. Also aiming for a gentler rhythm and language in parent communications than previous years.
- Working on tactics:
 - Added a Paypal account and may use Quick Response (QR) codes to make it easier to donate.
 - Want to work on socializing the campaign and general PTO fundraising with the new Kindergarten families. Will be a letter going out to them soon.
 - Considering template reminders going to teachers to pass on to parents/guardians
 - Idea generation/discussion:
 - Include personal anecdotes about how direct donations supports individual grade levels
 - Engage room parents
 - Stress smaller amounts along side the big asks.
 - Publicize the honor roll (those who donate before the Oct 31 deadline) and the Lightning Circle.
 - Hold a call bank to reach families.
 - Consider participation prizes for classrooms
 - Note: It is hard to know how much is going for each grade level for families with multiple students.
- Additional details about the campaign:
 - Short campaign - until October 31st
 - Looking to collect \$200,000
 - Participation is what matters and not the amount collected
 - Lighting Bolt Party will be October 12, 2019

Back to School BBQ - Alicia Truby

- The BBQ event was September 12th and it was a great community building event
- Over 525 tickets were sold and all proceeds will benefit the 8th Grade Graduation Events
- Thank you to everyone who helped plan and implement the event.
- Alicia is happy to talk to this year's 7th grade parents about what went well and what they would do differently.

Auction 2020 - Yvonne Sarles & Veronica Spencer-Palmer

- Wonderful news: Veronica has agreed to again lead the Auction team this year!
- Volunteer Recruitment:

- Veronica and Yvonne hosted an informational meeting on September 4. About 20 people came (more had expressed interest) and many signed up to help and to donate - thank you!
- Veronica still needs more help. Public Relations (PR) is a big role that needs a leader. She would also welcome help with copy editing.
- Party/Donation Recruitment: It is not too early to think about hosting a party and think about what you could donate!
- 2020 Auction Fund-a-Need: Veronica will check in with teachers in October to see how they view the current Social-Emotional Learning (SEL) program - funded by the 2019 Fund-a-Need - and if they would like to see that work carry on into the next school year.
- Other details:
 - Save the Date: The Auction is February 22, 2020
 - Venue and Auctioneer booked
 - \$150,000 Fundraiser Event

2019 Auction Fund-a-Need Social Emotional Learning (SEL) Update- Veronica Spencer-Palmer

- A number of programs have begun or will soon be underway:
 - MissionBe started this week and will be on an every-other-week schedule for 2 months.
 - Team Truth: 8th graders will be ambassadors for 6th and 7th grade and will teach a 20 min class over the course of the year.
 - A November parent education night in the works with a family engagement night in early 2020
 - More information on the Roy Cloud Social-Emotional Learning program, funded by the 2019 Auction Fund-a-Need, at can be found [on the PTO website](#)
- Looking ahead:
 - In the coming months Veronica will touch base with teachers about how the program is doing and will discuss Spring activities and scheduling.
 - She will also work on ensuring school assemblies are well advertised so Roy Cloud parents/guardians can reinforce messaging at home.
- Related Community programs:
 - Stanford Parent Education meeting – Sept 27, 7-8:30 – Kids under Pressure.

Superintendent's Advisory Committee Report – Victoria Melamed

- Three parents represent Roy Cloud School on this Redwood City School District (RCSD) committee
- Recent meeting topics (meet approx. 1 time a month):
 - District Enrollment is down – wanted 7500 got 7200
 - Budget – balanced this year
 - A number of RCSD elementary schools merged and thus they are preparing for name changes

- Decision to make no changes to grade configuration for 2 year minimum

Announcements - Yvonne Sarles

- Reminder Thunderbolt news needs to get to Amy by Tuesday night.
- The keys for the garden and PTO sheds are in the office and you need to sign them out in the binder every time.
- Parent request: To support a more inclusive environment and clear communications, please avoid acronyms in official PTO documents and messagings.

Adjourn Meeting - Yvonne Sarles

- Meeting adjourned at 7:32pm.
- The next general PTO meeting will be October 15, 2019 at 6:30pm
- Future PTO meeting dates are listed on the [PTO website](#)

Appendix 1: Meeting Attendee

1. Yvonne Sarles, President
2. Jim Balestieri, Treasurer
3. Victoria Melamed
4. Tanya Bachniak
5. Leanna Staben
6. Allison Oldford
7. Diane Prystas, Principal
8. Rochelle Romer
9. Gail Sheene
10. Roger Detloff
11. Marybeth Millionis
12. Stephanie Chen
13. Veronica Spencer
14. Julia Swensen
15. Alex Dendy
16. Ben Packer
17. Linda Beach
18. Heidi Von Briel
19. Mary Elizabeth Redner
20. Leanna Staben
21. Casey Wright
22. Lucy Wicks
23. Carly DeNeui
24. Alicia Truby

NOTE: This meeting attendance sheet may not be complete. It is possible the sign in sheet was not fully circulated and/or signed names were illegible.

Appendix 2: Measure H Presentation

November Ballot Initiative, Measure H

The following presentation was delivered at the Measure H meeting immediately following the Roy Cloud Parents Club Meeting:

<https://files.constantcontact.com/df99bb19001/a7973a02-a88e-4066-8391-6dc4aa723463.pdf>