



Van Raub Elementary PTO
8776 Dietz Elkhorn Road
Fair Oaks Ranch, TX 78015

Van Raub Elementary School
2024/2025 PTO Board Meeting
August 14, 2024

1. Call to Order. 10:05. In attendance Megan Kokemor, Sam Cooke, Katrina Doran, Laine Beatty, Brandi Wright, Lorraine Wilson, Hannah Bowers, Erika Johnson, Elizabeth Duenkel, Natalie Samson, Jenn Stone, Avery Harmon, Tia Flournoy
2. Budget Overview
 - a. 2023/2024 Review
 - b. 2024/2025 Planning
 - i. Reviewing with Summer this week, will vote in September meeting
 1. Bring questions/feedback for September meeting
Post Meeting Update: With the additional actual sponsorship funding we feel comfortable increasing the Educational Grant Budget back up to \$15k.
 - ii. Impacts –
 1. Estimating net loss if all things stay the same, slight decrease in headcount. No change to fixed costs.
 2. Recommendation:
 - a. Reduce Educational Grant budget slightly \$15k→\$12k (see above comment)
 - i. Options – can Summer absorb some of our decrease in her budget for technology asks
 - ii. Limit class specific items and focus on programs
 - iii. ***Focus on teachers and students and reduce priority on campus improvements
 - b. Utilize Fall Fundraiser to cover net loss and manage operating budget
3. Membership – Emily Scribe
 - a. Communication Plan
 - i. Facebook posts – Reels – to increase visibility – Sam working on Field Trip Reel. Will work with Natalie to increase
 1. Spread out messaging, one topic per post
 - ii. Summer to communicate to staff to share with families

1. Add PTO to emails and share posts
 - iii. Decrease time frame to not overlap with APEX fundraising
 - iv. Signs up front for carpool – damaged? Order new?
 - b. Merchandise Fulfillment – Emily – needs to be done every Friday. Please make sure to email any parent who does Marathon+ that a new shirt is being ordered and will be delivered to your child once it's received.
 - c. Mid Contest Incentives - Emily
4. Events – Carissa Huertz
 - a. Kinder Playdate – August 22, 3:30 – 4:30
 - i. RSVP page is open: vrespto.com/events
 1. We've had low RSVP so far (2 attendees). Will push again, but will need to determine by Wednesday if we will cancel.
 2. Option: To increase attendance offer merchandise coupon raffle (ie, anyone who RSVPs and attends will be entered to win a \$15 coupon to be used on our Spirit Store)
 - ii. Volunteers – Carissa and team will be there to support
 - iii. Popsicles
 - iv. Membership Push – should we do a raffle for any that sign up during the event?
 - v. Shirt Sales – can we support this?
 1. Due to low number of attendees we are opting to not do merch sales. Will tell parents they can order anything by Wednesday and will have available to pick up that day.
 - vi. Support needs
 1. Request a couple tables to be set out – Sarah Shantz
 2. Consider bringing a tent
 - b. Grandparents Days – September 6th & 9th
 - i. Flower donation from Blume Haus – Have confirmed they will donate
 - ii. Shirt Sales – Laine to take the lead
 - iii. Picture backdrop – balloon option?
 1. In Office Entryway to keep balloons out of heat, Katrina will own working with vendor to get set up
 - iv. Chik-fil-a option – we have not done this in the past, but have wanted to. Carissa to reach out to Chik-fil-a to see how we could fulfill on pre-order options for grandparents and children. Note: Chik-fil-a will not do pre-orders for French fries because they will get soggy. Potential Option/Plan: Grandparents will have to pre-order by September 3rd. Will have option of Sandwich or Nuggets (note: middle schools do sandwich only, but with small children nuggets would be ideal). PTO would then purchase bags of chips and drinks that anyone who pre-ordered Chik-fil-a would be able to select from on site.
 - c. Future Events
 - i. Team needs to start planning for Holiday event. Rest of Board will support on execution, but Events team owns decision and planning.

- ii. Natalie to Reserve Santa for December 13th. Date selected for time being to get reservation in since Santa's go fast.
 - 5. Fundraising – Natalie Samson
 - a. Spirit Night
 - i. August 27th – Texas Roadhouse – get flyer asap - Armadillo will come during pick up!
 - 1. Fundraiser Option – sell rolls during November to highlight Thanksgiving – we are open to this as long as it is presented as a service to parents vs a fundraiser since we are coming off of two big fundraisers in August/Sept/Oct.
 - ii. September 17 – Chick Fil-A (PENDING CONFIRMATION) Confirmed
 - iii. October 4th – Las Palapas (PENDING CONFIRMATION)
 - iv. November 7th – Willies Ice House
 - 1. Move this to October to replace Las Palapas
 - v. November 23rd – Kendra Scott
 - vi. Top Golf option
 - 1. Spring Break vs Winter Break, PTO buys tickets for \$10 and sells at mark up
 - 2. Presale to families prior to PTO purchasing tickets
 - 3. Next Steps: Natalie to reach out to determine if possibility of doing on a weekday during a school break and determine timeline to purchase; ie, can we have the parents pre-order then we purchase from Top Golf so we don't end up with a lot of unused.
 - b. Spirit Sticks- Last Thursday of the Month, beginning August 29th
 - i. Moving to Friday sales – Beginning August 30th
 - ii. Brandi – Create SUG – need one board member at each day to manage money
 - c. Apex Roadrunner Dash
 - i. Fundraiser : September 30-Oct 11th, Run on October 10th
 - ii. Shirts – Design contest?
 - 1. Drop contest and have PTO to design/use vender for design; can use the “Be the One” design to correspond with the staff shirts this year.
 - a. Next Steps: Laine to work with vendor to price out shirt options; Dry fit/one color, Dry fit/color per grade. Trying to keep cost around \$5k for all students.
 - iii. Communication
 - 1. Natalie to help set up first meeting with Apex; to discuss communication and prize quality
6. Volunteers – Brandi Wright
 - a. Room Parents – get room parent meeting scheduled by 1st week of September
 - i. Follow directly with teachers who haven't submitted
 - ii. Schedule Work Room training
 - b. Picture Day – get with Shaya to determine date and how to support

- c. Blessings in a Backpack Chair – We need a new Blessings in a Backpack chair to replace Lindsay who has moved to a staff role. This role is very easy. SUG is created for the year. Blessings Chair will just ensure we have a volunteer scheduled for each week, and reach out to them day before volunteer date to remind them.
 - i. Asking all Board/Committee members to sign up for one Blessings in a Backpack volunteer date – this happens at St. Peters, usually Thursdays at 9:00 a.m. Volunteer needs to pick up bags from front office, go to St. Peters, help with filling, bring Van Raub back to front office. Usually takes 1.5 – 2 hours.
 - ii. Brandi will update the SUG with those that signed up during the meeting and send out to the rest of the Board/Committee.
7. Merchandise – Laine Beatty
- a. Onsite events
 - i. Meet the Teacher – over \$3700 sold in one night!
 - 1. Will have further discussion on onsite sale technology needs
 - ii. Kinder Playdate on the Playground – how can we support
 - 1. Not having sales
 - iii. Grandparents Day
 - 1. We discussed moving the merch sales inside last year but were unable to; no hallway space, can't be on stage because most grandparents do not come in the building. Use tent (in portable) for sun protection.
 - b. Shirts
 - i. Dads on Duty Shirts
 - 1. Waiting for second shirt design to be submitted as one order to bring down prices
 - 2. Ordering limited quantity to keep PTO investment liability lower
 - ii. New Design – Follow up with Vendor to get design
 - iii. Chicken Tenders – current inventory? Laine to propose Chicken Tender quantities based on current merchandise (reduce number of color options). Follow up
8. Sponsorships Update – Katrina Doran
- a. \$14,700 in committed sponsors
 - b. \$5000 in trade
 - i. Texas Road House
 - ii. Summer Moon Coffee
9. Staff Appreciation – Erika Johnson
- a. Committee meeting 8/19 and will follow up in September meeting
 - i. Waiting for district calendar
 - b. Hats
 - i. Follow up with vendor
 - c. Monthly ideas?

10. Campus Improvement – Hannah Bowers

- a. Work with Summer to determine goal for this year

11. Grant Fulfillment

- a. Amazon Grants – due August 30th
 - i. teachers submit wish lists under \$50 and PTO fulfils
- b. Educational Grants – Due September 13

12. Communication – Natalie Cruz

- a. Spirit Sticks – design a new flyer – will be last Friday of each month – Need by 08/20
- b. Membership
 - i. Design daily Flyers to highlight one point of membership. Sam to work with Natalie to push out some of the content. Use the header so message isn't redundant. Highlight Benefits of PTO donation to school – Begin 08/16
 - ii. Post results on Friday.
- c. Grandparents Day; September 6th and 9th – Work with Summer to determine details for registration; post pending Carissa reaching out regarding Chik Fil-A – Need by 10/23
- d. Kinder Playdate – Reminder – Post 8/16
- e. Blessings in a Backpack – let's get a new flyer to grab attention – Need by 08/23
- f. Dads on Duty
 - i. Can be full day or partial day, flexible with dad's schedule – Make a flyer to support Summer's emails – need by 09/3
- g. General Meeting – we will combine this with the room parent meeting, will need a flyer once date is determined; pending Brandi decision – Need by 08/23

Meeting Adjourned at 12:05

Action Items:

Action	Owner	Due Date	Status
Communication to Staff – highlight room parents	Megan	8/16/24	
Order new signs for PTO membership enrollment	Sam/Emily	asap	
Develop Communication plan for membership; daily PTO posts	Sam/Emily/Natalie Cruz	ASAP	
Membership Merchandise fulfillment; please note Marathon + communication requirement in notes	Emily	Every Friday	
Order reusable A frame signs for Spirit Nights, Natalie to send example	Megan	9/1/24	complete

Send reminder to Summer to have teachers remind families about Kinder Play date	Megan	08/16	
Kinder Playdate – request tables, bring tent, have plan of action for this event; purchase popsicles by 8/21 (will determine cancellation by 8/21 if needed)	Carissa	08/16	
SUG for Grandparents Day	Brandi	08/22	
Balloon arch for Grandparents Day	Katrina	08/22	
Reach out to Chik-fil-a and determine if there is a way to pre-sell sandwiches/nuggets for Grandparents day	Carissa	08/19	
Holiday Event plans	Carissa	10/02	
Reserve Santa for Holiday Event – to ensure booked	Natalie	9/04	
Top Golf fundraiser, talk with them to confirm options and details	Natalie	10/01	
Set up meeting with Apex	Natalie	09/06	
SUG for Spirit Stick Sales for entire year	Brandi	08/23	
Shirts: Follow up with new gray shirt design, Determine Roadrunner Dash shirt options, Provide chicken Tender shirt recommendation, place order for all new shirts	Laine	08/30	
Get Grandy contact info from Summer (Roadrunner dash shirts)	Megan	08/16	complete
Schedule Room Parent meeting (align with PTO general meeting) and work room training. Needs to be around the first week of August	Brandi	08/23	

Follow with all teachers for Room Parent	Brandi	8/28	
Update SUG for Blessings in a Backpack and send out	Brandi	8/26	
Determine Blessings in a Backpack Chair option	Megan	8/23	Reached out to contact who was interested from Meet the Teacher
Push Dads on Duty at All Pro Dads meeting	Erica	09/30	
Set up time with Summer to discuss potential Campus projects	Hannah	10/01	
Set up meeting for discussion on website and onsite merchandise technology; include Sam, Hannah, Megan, Laine, Margie	Megan	09/06	
Create Flyers as needed per communication notes	Natalie Cruz	Ongoing	