



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

Van Raub Elementary School  
 2024/2025 PTO Board Meeting  
 November 6, 2024

1. Call to Order: 10:10 – Megan Kokemor, Jenn Stone, Sam Cooke, Laine Beatty, Nicole Amadee, Erika Johnson, Katrina Doran, Tia Flournoy, Summer Gault, Krista Kimball, Fiaza

2. Financials

- a. School Supply proceeds – still missing? – Laine Should receive information this next week, total amount \$1,092
- b. RR Dash t-shirt expense – have we paid this yet? – Laine – This has been paid
- c. Budget decisions:
  - i. Apex updates – Voting required to increase budget, see below.
    1. Motioned: Sam. Second by Erica. Approved by board.
  - ii. Field Trip increase - \$500 to cover Life Skills field trip. Will increase Field Trip expense budget from \$6400 to \$6900. Voting required.
    1. Motioned: Megan Second: Katrina. Approved by board
      - a. Met with Summer after meeting to discuss – she needs to confirm if this is really needed. She will get back to us. No action needed at this point.

3. Campus Improvement – Hannah Bowers –

- a. Budget - Budgeted \$30k. Originally estimated using \$11,000 for operating funds. Based on actual net net of \$49k, likely can push closer to \$40k towards Campus Improvement

	Budgeted	Actual
Fall Fundraiser Net Revenue	\$49,400	\$60,859
10% giveback	\$8,200	\$11,242
Net Proceeds	\$41,200	\$49,617
Campus Improvement budget	\$30,000*	\$40,000**

- i. \*Held back \$11k funding to cover operating budgets
- ii. \*\*Initial Proposed: based on increased funding provided by sponsorships/memberships. If additional projects require additional funding we likely can add more.

- b. Assessing Requests:
  - i. Window coverings for doors - \$8,035 – recommend we prioritize this now. [Move forward with this.](#)
  - ii. Shade covering for Playground
  - iii. Extra benches for playground
  - iv. Landscaping for front of school – Katrina to assess donation opportunity
  - v. Pavers or walkway for grass area of external car loop
  - vi. Turf in Courtyard corners
  
- 4. Educational Grants – Sam
  - a. Final costs - \$16.1k
    - i. [Only item outstanding is Author Visit- awaiting direction from Mrs. Polk](#)
  - b. Review approval process/purpose of Educational Grants
    - i. [For future voting, advised team that we should not try to replace the grant request with different item.](#)
  
- 5. Events – Carissa Huertz
  - a. December Event
    - i. Cookies with Santa – December 6<sup>th</sup> – 4 p.m. – 6 p.m. [This has been confirmed with Summer.](#)
      - 1. Event details
        - a. Santa has been reserved
          - i. What does Santa provide – Natalie to confirm
          - ii. Location – cafeteria?
        - b. Estimates \$165 food/\$140 décor/backdrop
        - c. Photographer? - [Discussed and decided against hiring](#)
        - d. Sing-along on big screen – Carissa to create
        - e. Sign up Genius to allow parents to sign up for a time slot – Brandi to create – [3 minute time slots, beginning at 4:00 p.m..](#)
      - 2. Marketing/Communications – Natalie C
      - 3. Volunteers needed – Carissa to identify timeslots needed – Brandi to create
      - 4. Need to get on calendar asap
  - b. February Event
    - i. My Heart Glows – Family Dance – February 7<sup>th</sup> – 6 p.m. – 8 p.m. – [This has been confirmed with Summer.](#)
      - 1. Includes: Black lights, glow sticks, bracelets/necklaces, DJ, Neon String lights
      - 2. Food: Pizza, cupcakes
      - 3. Additional décor/needs tbd
      - 4. Need to get on calendar asap, have solid plan by January for execution
  
- 6. Fundraising – Natalie Samson

- a. Spirit Night
  - i. August – Tx Roadhouse - \$150 –
  - ii. September 17 – Chick Fil-A - \$419.48 –
    - 1. [Discussion of changing location to the Rim store for better service.](#)
  - iii. October 11<sup>th</sup> – Bulverde Pumpkin Patch - \$240
  - iv. October 24<sup>th</sup> – Willie’s - \$280 -
    - 1. Issues identified at Willie’s on night of Spirt Night; signage was not out, significant number of families in attendance – amount of check correlates to 30 families in attendance with \$60 max check. Based on actual attendance doesn’t seem right. Natalie addressed with contact and they have offered to provide some additional hospitality. [Propose that we use for gift cards – 4 @\\$25 seems reasonable. Natalie to go back to contact to request. We will use for staff appreciation. Tia verified last year’s check \\$497.](#)
  - v. November 23<sup>rd</sup> – Kendra Scott – 12 p.m. – 2 p.m.; online 11/23 – 11/24; code GIVEBACK-HGEQT
    - 1. Flyer has been provided
    - 2. Volunteers for onsite – [Natalie to determine](#)
  - vi. January 9<sup>th</sup> – Cooper’s Kingdom – Spirit Day – January 9<sup>th</sup>; 3:00 p.m. – 10:00 p.m., 15% back
    - 1. [Verify if it is only available on this day or similar to pumpkin patch?](#)
  - vii. Other options:
    - 1. Santikos – does not do any longer
    - 2. Top Golf – not ideal, would have to commit before we had quantities
- b. Spirit Sticks- Last Friday of the month –
  - i. Volunteers needed: All board members need to complete at least one volunteer day throughout the year: [VRES PTO: Spirit Stick Sales 2024-2025 \(signupgenius.com\)](#)
    - 1. November – Tia/Karen Tollman/Valerie Gomez
  - ii. Profit – May need to audit this – [Tia, can you review?](#)
    - 1. August - \$163.05 profit
    - 2. September – \$540 profit! Great marketing ahead of time!
    - 3. October – \$332 profit
  - iii. Pre-Sale Function trial launched in October
    - 1. Feedback:
      - a. Need to communicate sooner and promote
        - i. [Open sales on the Friday prior \(November 15<sup>th</sup>\) and close at 8 AM day of sales. We will try this time frame for this month and see if its workable for Laine and volunteer.](#)
      - b. [Potential issue if child doesn’t spend all of their amount, and how to carry balance forward. Ultimately we think the quantity is low and will deal with one offs.](#)

- c. Natalie/Natalie to own marketing for this – need to have out by November 15<sup>th</sup>
    - c. Sticker Printer
      - i. Purchased – budgeted towards Office furniture 5906
      - ii. Ongoing sticker rolls should not exceed usage needs – will be budgeted towards 5905 General Office/administrative expense
      - iii. These should be delivered to classrooms for most effectiveness
    - d. Apex Roadrunner Dash – see comments under Campus Improvement as well
      - i. 2024 Goal: \$103 Gross, \$61,800 net (budgeted \$49,400)
        - 1. \$11,240 back to staff for 10%
        - 2. Net - \$49.6k
      - ii. Lessons Learned
        - 1. Discussion
          - a. End of fundraiser felt disjointed due to Apex having to come back after break to deliver remaining prizes.
            - i. Recommend change Date – away from Fall Break
            - ii. Historically had been towards to end of October
            - iii. Megan to follow up with Brandon to see calendar options for next year, will not book until further discussion.
          - b. The amount of money brought in through all the hype and work that Apex puts into the event does seem worth it. 73% of pledges came from non parents; which is an audience we would not reach without a fundraiser like this.
            - i. Another local BISD elementary recently hosted a similar fundraiser but PTO did themselves, and only brought in \$11k.
          - c. Discussed other option; such as glow run. Based on feedback, obstacle course is more fun, will continue with that approach since it is one day a year.
        - 2. Created project plan for clear ownership, timelines – will distribute to team to make this event repeatable
7. Volunteers – Brandi Wright
  - a. Room Parents
    - i. Extra Staff Adoption status – Brandi may have a few of these covered. Brandi to follow up with room parents to get filled and can provide option for any parents to adopt staff members that don't get picked up by room parents (FORES had a similar post on 11/06, shared with Brandi for recommendation). This needs to be done ASAP.
  - b. Blessings in a Backpack Chair – Nicole Amadee - [VRES PTO: 24-25 Blessings \(signupgenius.com\)](#)
    - i. Volunteer did not show up for last session and did not notify. Caused pretty big issues in that the BiaB leaders had to handle.

- ii. Issues need to be resolved, backpacks are not being returned, volunteer did not attend – need backup plan if/when this happens.
    - iii. Review SUG and reach out to the volunteer weekly to confirm and make sure they have info needed to complete
    - iv. If SUG openings, work with Natalie Cruz to push communication
    - v. Issues:
      - 1. Volunteer did not show up for last session and did not notify. Caused pretty big issues in that the BiaB leaders had to handle.
        - a. Nicole to follow with that volunteer to ensure it won't happen again.
        - b. Megan to get Nicole log in access to SUG so she can see phone contacts and will follow up via text or phone call to volunteer 2 days before Blessings day.
      - 2. Some confusion on number of bags needed. The number of recipients and bags comes from the counseling team. They need to ensure accurate.
        - a. Sam to work with counseling team and Blessings team to determine issue and resolve.
  - c. Holiday Decorating – November 21<sup>st</sup> – SUG
    - i. Trees
    - ii. Hallway Decorations
      - 1. Megan, Sam and Katrina to go over décor and make plan prior to decoration day.
      - 2. STUCO may be doing door decorating contest – Megan to determine, but we historically not done doors.
8. Merchandise – Laine Beatty
  - a. Shirts
    - i. Vintage Tee launched
  - b. Clearance Sale
    - i. RR Dash Day – over \$1,900 in revenue
    - ii. Online Sale proceeds – Laine to provide. \$458
      - 1. Have taken prices back up to regular prices, can do sale or permanently decrease
      - 2. Will do a Cyber Monday Sale – the week after Thanksgiving. Can include small discount on new merchandise.
9. Sponsorships Update – Katrina Doran
  - a. \$14,700 in committed sponsors
  - b. \$5k in Trade
    - i. Summer Moon
    - ii. Texas Roadhouse
    - iii. Snowflake – used portion for All Pro Dads
      - 1. \$150 left for future event, will use portion for Veteran's Day – Katrina to work with Melanie to get ordered.

- iv. Balloon Frills
- v. Card My Yard Boerne

10. Staff Appreciation – Erika Johnson

- a. Upcoming months
  - i. November – Pies – November 13<sup>th</sup> or 20<sup>th</sup>
    - 1. Pies and gift cards for staff on November 13<sup>th</sup>, @ 10:30
  - ii. December – Blake McNallely doing meal
  - iii. January – TX Roadhouse Lunch/PTO meeting with Staff – January 10<sup>th</sup>; 11:30 a.m.
    - 1. Megan/Sam to own presentation

11. Halloween Candy Collection- Katrina

- a. 108 pounds of candy collected so far, will do a final pick up on Friday

12. STUCO Support

- a. STUCO opted to purchase stickers to sell in the morning – current expense covered \$140

13. Communication – Natalie Cruz

- a. Spirit Sticks – post every other day week before the event, tag school
  - i. Pre-sale function – communicate on Friday before; November 15<sup>th</sup>
- b. Spirit Nights – this needs to be posted every other day leading up to the event, starting the week before. Tag the school
  - i. Kendra Scott – use flyer
  - ii. Cooper’s Kingdom
- c. Dads on Duty
- d. December Event – Get with Carissa for details – by November 8<sup>th</sup>
- e. February Event – Get with Carissa for details – by November 8<sup>th</sup>
- f. Pie Day – highlight BISD tradition, sponsorship
- g. Blessings in a Backpack – push SUG
- h. Volunteers for Fan Jam
- i. Add Fiesta to Calendar of events – April 4<sup>th</sup>

14. Fiesta Project Plan – will kick off with roles in December. (Event Date: April 4<sup>th</sup>)

- a. Rides/games secured – have been secured, but need to assess some potential additional options.
  - i. Vendor expense slightly higher than 2023 due to credit received from previous years – all same rides/games \$21,495
- b. Sponsorships – Katrina to update letter and begin distributing for donations
- c. All Board members will be assigned lead on area; should leverage committees

Adjourned at 11:41