



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

Van Raub Elementary School  
2024/2025 PTO Board Meeting  
October 2, 2024

1. Call to Order: 10:05

Attendees: Jenn Stone, Megan Kokemor, Laine Beatty, Hannah Bowers, Natalie Samson, Sam Cooke, Avery Harmon, Katrina Doran, Carissa Huertz, Brandi Wright, Erika Johnson, Nicole Amedee, Michael Joannou, Tia Flournoy, Krista Kimball, Summer Gault

2. Educational Grant Voting – Sam/Megan/Summer

- a. \$15k budget
- b. Item Review
- c. Voting.
  - i. List will be sent out to Executive Board Members to vote with instructions. Votes may not exceed \$15k.

3. Membership – Emily Scribe

- a. Final: \$18,520
- b. Fulfillment –
  - i. T-shirts. Delayed, Laine following up. Sam will send out a note to all recipients. Total 25 from membership.
- c. Lessons learned, planning for next year – Sam and Emily to discuss

4. STUCO Support

- a. STUCO is looking for a fundraising opportunity to provide some minor funding and opportunities for responsibility and volunteerism
  - i. STUCO proposed options/requests:
    1. Sell an item monthly during Spirit Sales – would potentially cause PTO funds loss
    2. Hot Cocoa or Lemonade stand sales – no loss to PTO
  - ii. Proposal:
    1. PTO provide initial funding/seed money for STUCO to purchase items - \$400 After School Club Budget has been approved and could be used for this

- a. These funds were not used last year by clubs and not anticipated to be used this year as well
  2. PTO provide support for options above to provide opportunities for building these students leadership skills
  3. Board Approves transferring these funds to STUCO
  
5. Events – Carissa Huertz
  - a. Winter/Spring Event options – Based on Recommendations from Events Committee
    - i. Fall Festival – Friday, November 22nd
 

This would be a new event, better planned for next year to secure vendors and volunteers

      1. Includes: Hayrides, Petting Zoo, Face Painting, Bounce Houses, Fall Family Photo Op, Craft Station
      2. Food: Apple Cider, Donuts, Chili, Pizza
      3. Potential costs:
        - Petting Zoo (\$475-\$850)
          - i. Happy trails 2 hours (\$475)
          - ii. Giddy Up w/ 2 ponies (\$850)
        - Craft Stations (\$240)
          - i. Oriental Trading Co Bulk crafts (\$40)
        - Fall Photo-Op (\$30)
          - i. Hay Bales (donated)
          - ii. Plaid blanket (donated)
          - iii. Photo backdrop (custom banner \$30)
        - Face Painting - 2 ppl/2 hrs (\$50 - \$550)
          - i. Daisy Bee (\$550)
          - ii. Volunteers? (\$0-\$50)
          - iii. SA Face Painting (\$500)
        - Bounce House (\$275-\$350) – NOTE: You will potentially have 400- 600 children and will need bounce houses to accommodate
          - i. Born to bounce (\$300)
          - ii. Lugo’s Bounce (\$275)
        - Hayrides (Free) NOTE: Look into insurance impacts – we should hire someone with insurance vs do on our own
          - i. Miranda Ramirez has a trailer
          - ii. She volunteered her husband to drive
          - iii. Get a ranch or Strutty’s to donate the hay for the event and then return
        - Food (est. \$1000)
          - i. Costco Pizzas (\$650)
          - ii. Chili, Hot Dogs, frito pie (?)
          - iii. 15 Gallons Apple Cider (\$120)
          - iv. Donuts (\$120)

- ii. Cookies with Santa or Santa's Workshop, Friday, December 6<sup>th</sup> 3:30 p.m. – 5:30 p.m.

Consider changing time to 4-6 to allow for more families to participate

- 1. Includes: Santa pictures, Cookie Decorating, Hot Cocoa Bar, Craft Stations
- iii. Polar Express Day – Friday, December 6<sup>th</sup>, 3:30 p.m. – 5:30 p.m.
    - 1. Includes: Kids wear PJS, Santa visit, Show Polar Express in gym, Hot Cocoa Bar, Popcorn Machine, Polar Express Backdrops, Train Craft Station
  - iv. My Heart Glows – Family Dance – February 7<sup>th</sup> or 14<sup>th</sup> – 6 p.m. – 8 p.m.
    - 1. Includes: Black lights, glow sticks, bracelets/necklaces, DJ, Neon String lights
    - 2. Food: Pizza, cupcakes
    - 3. Potential Costs?
    - 4. Black butcher paper – have grades/classes decorate with neon paint to use for party wall decor
- b. Meeting Discussion/Decisions – We will forgo the fall festival this year. We will do the February Dance, but need to market it soon so parents know we are moving this event versus cancelling. Events team will explore the cookies with Santa event more and likely do a small event where parents can sign up for a Santa picture time. This will be much smaller, held on December 6<sup>th</sup>. Just hot chocolate and cookies. Bigger decorations for Santa.
- i. Next Steps: Carissa and team to make final price outs for events. Determine date for February event. Begin working on flyers/marketing to communicate. Need to get these out by early November.

## 6. Fundraising – Natalie Samson

### a. Spirit Night

- i. August – Tx Roadhouse - \$150 – check received?
  - 1. Waiting on check
- ii. September 17 – Chick Fil-A - \$419.48 – check received?
  - 1. Waiting on check
- iii. October 11<sup>th</sup> – Bulverde Pumpkin Patch
- iv. October 24<sup>th</sup> – Willie's
- v. November 23<sup>rd</sup> – Kendra Scott – marketing?
  - 1. November – TX Roadhouse Rolls sale – need to make sure that this is marketed as a service vs fundraiser – Natalie has not heard back from them.
- vi. Top Golf option updates?
  - 1. Top Golf asking more of a commitment on numbers than we can provide prior to event sales. This would be difficult and make it potentially a loss for us. Likely not a great option.

Other fundraising options to look into:

- vii. Palladium movie theater – theater donation?

- viii. [Cooper's Landing – Boerne mini golf?](#) (current sponsor)
- b. Communication Plan – Sticker option review?
  - i. Review of process for sticker option
    - 1. Kids didn't come with them, or weren't wearing them  
 Mixed success. Very effective for those who were wearing them. Need better buy in from teachers to effectively distribute. Potentially need PTO representative to hand deliver the day before/day of the event to ensure distribution.  
 Next Steps: Natalie to price out and make a suggestion for sticker printer purchase. Will need to create instructions to pass on to future board owner.
  - ii. Potential costs of options – from last meeting
    - 1. Handout options for students to take home
      - a. Cost of sticker machine options range from \$70 - \$250
      - b. Monthly costs:
        - i. ¼ page print outs – minimal costs (188 copies each month) - ~\$6/month if we buy paper
        - ii. Sticker machine printing – sticker rolls; various costs – potentially \$6 - \$25 month, depending on sticker (cheapest found: [Amazon.com : CLASSY Circle Thermal Sticker Labels, 2" Thermal Stickers, Multi-Purpose Round Direct Thermal Labels for Name Tag, Small Business Labeling, Inventory and Color Coding, 750 Labels/1 Roll,White : Office Products](#))
        - iii. Avery labels/stickers - \$13.76/400 – Monthly printing would cost \$28
- c. Spirit Sticks- Last Friday of the month - [VRES PTO: Spirit Stick Sales 2024-2025 \(signupgenius.com\)](#)
  - i. Ordered new spirit sticks, put out a couple new ones each month
  - ii. August - \$163.05 profit
  - iii. September – \$540 profit! Great marketing ahead of time!
  - iv. October – Sam/Avery/Andrea
    - 1. Discussion – potential to add a pre-sale function for parents to buy a credit for spirit stick sales. They would purchase on spirit store by determined time and Laine would close, pass off the list to those working spirit stick sales. Kids would have to know that their parents purchase, we won't be able to seek them out to purchase. We can try for one month.
      - a. Next Steps:
        - i. Laine to confirm she can add the item to spirit store
        - ii. Natalie S/Natalie C to communicate specifics – needs to be detailed, call this a trial run
- d. Apex Roadrunner Dash
  - i. 2023 Results – \$58,975 net, \$96,255 gross

- ii. 2024 Goal: \$50k
- iii. Launch Schedule:
  - 1. September 24<sup>th</sup> – Teacher Huddle
  - 2. September 30<sup>th</sup> - Assembly
  - 3. September 30 – October 11th fundraising
  - 4. October 10<sup>th</sup> race day
- iv. Shirts – Laine
  - 1. Distribution plan – what help is needed
  - 2. Shirts will be delivered 10/4. Give to teachers the day before race – 10/9. Laine to identify time and notify this group of when help is needed.
- v. Volunteers – Brandi – follow up on this and continue to promote until these positions are filled
  - 1. Brandi to send out to Room parents ASAP, and ensure promoted on Social media every other day.
- vi. Clearance Sale – Megan will take the lead - Old items only, will send out SUG – need Board/Committees volunteering here – see below
  - 1. SUG: <https://www.signupgenius.com/go/10C0C4AA9AF2FA3F8C25-51708747-rrdash>
- vii. Day of Activities – Natalie S POC
- viii. Day of Schedule:
  - Pre K/Life Skills – 8:00 a.m. – 8:30 a.m.
  - 5<sup>th</sup> Grade – 8:35 a.m. – 9:25 a.m.
  - 4<sup>th</sup> Grade – 9:25 a.m. – 10:15 a.m.
  - 3<sup>rd</sup> Grade – 10:20 a.m. – 11:10 a.m.
  - Kinder – 12:15 p.m. – 1:05 p.m.
  - 1<sup>st</sup> Grade – 1:15 p.m. – 2:05 p.m.
  - 2<sup>nd</sup> Grade – 2:10 p.m. – 3:00 pm.
- ix. Communication – Natalie C
  - 1. Volunteer spots
  - 2. Apex communication
- x. Big Prize for meeting goal – work with Summer and Brandon to determine option – needs to be an all school impact - Summer will own this with Luis
- xi. Additional Back to Classroom funding support for Specials – proposing giving average of 10% back to specials classroom to incentivize/thank the specials teachers who are giving up their time to be out there each day
  - 1. Approx \$229/per 4 Specials class based on 23 results – total \$917 – will come out of PTO net profit
  - 2. Board approves gifting funds to Specials teachers
    - Erika recommended a Coffee truck in parking lot during Dash Day – will follow up on arranging.

- 7. Volunteers – Brandi Wright
  - a. Room Parents

- i. Extra Staff Adoption?
        - Optional pick up for classes, not required – Brandi to send out ASAP
      - ii. GroupMe – Brandi to set up ASAP
    - b. Book Fair – Needs to be updated and distributed
    - c. Blessings in a Backpack Chair – Nicole Amadee - [VRES PTO: 24-25 Blessings \(signupgenius.com\)](#)
      - i. Review SUG and reach out to the volunteer weekly to confirm and make sure they have info needed to complete
      - ii. If SUG openings, work with Natalie Cruz to push communication
    - d. Holiday Decorating – need to determine date – create SUG
      - i. November 21<sup>st</sup> – Brandi to create a SUG for Board/FOB
    - b. We have a couple of additional volunteers that asked about committee and board positions. Okay to invite them to come to a board meeting to see how we operate. Merchandise and Events committee could use additional people if we want to add. Brandi and Megan to follow up with parents who asked.
8. Merchandise – Laine Beatty
  - a. Shirts
    - i. Dads on Duty Shirts have been added to website and marketed
    - ii. New Design - arrival status – These are delayed, will follow up
  - b. Clearance Sale
    - i. RR Dash Day sale –
      - 1. Old merch only
      - 2. Prices starting at \$5
        - a. Laine to create pricing documents to be posted at event, send Megan the inventory list
        - b. Sam to create sandwich board sign
        - c. Megan/Avery to manage card readers – ensure working before
        - d. Natalie C to create flyer for before RR Dash and after event clearance sale – will launch 10/11 – 10/31
9. Sponsorships Update – Katrina Doran
  - a. \$14,700 in committed sponsors
    - i. As of today: \$16750
  - b. \$5k in Trade
    - i. As of today: \$5250
    - ii. Summer Moon
    - iii. Texas Roadhouse
    - iv. Snow Flake donuts - \$250
      - 1. We will use these for All Pro Dads and Veterans Day
10. Staff Appreciation – Erika Johnson
  - a. Upcoming months
    - i. October 23<sup>rd</sup> – Candy Apple Bar –

- ii. November – Pies? -
  - 1. Variety of pies in staff room and HEB gift cards. Either November 13th or 20th
  - 2. Waiting for \$1000 sponsorship
  - 3. Proposal?
- iii. December - ? TBD
- iv. January – TX Roadhouse Lunch/PTO meeting with Staff
- b. Communication – **please be sure to notify the Board/Committees on GroupMe when you have an upcoming event so we’re all on the same page.** Please notify Natalie Cruz of any communication that needs to be done before day – example; Principal Month or Custodian Appreciation Day

#### 11. Campus Improvement – Hannah Bowers

- a. Work with Summer to determine goal for this year
  - i. Door coverings (same as in courtyard windows) for cafeteria and gym for student safety
    - 1. And any other areas of visibility/venerability
    - 2. Summer to kick off with Waterboy Graphics in order to get quote.
  - ii. Sun covering for play ground – Megan to send contact for sun covering we’ve previously worked with
  - iii. Turf in courtyard corners
  - iv. Extra benches for playground
  - v. Landscaping for front of school
    - 1. Home Depot donation – Katrina to approach store to see if we can get donation. Potential option All Pro Dads to help plant
  - vi. Pavers or walkway for grass area of external car loop

#### 12. Halloween Candy Collection- Katrina

- a. Doing this year? - Approved to move forward
  - i. Families donate Halloween candy to Soldier’s Angles (Treats for Troops)

#### 13. Communication – Natalie Cruz

- a. Monthly calendar
- b. Spirit Sticks – post every other day week before the event, tag school
- c. Spirit Nights – this needs to be posted every other day leading up to the event, starting the week before. Tag the school
- d. Dads on Duty – get with Summer to determine availability and promote as needed
- e. School Custodian Appreciation Day – Oct 2
- f. School Principal Month – October
- g. Roadrunner Dash SUG
- h. Book Fair SUG
- i. Events – as determined above
- j. Roadrunner Dash Clearance Sale Day of communication – 10/08, 10/09 and 10/10
- k. Clearance Sale flyer– 10/11 – 10/31

- l. Halloween Candy flyer – get details from Katrina
- m. Spirit Stick – Pre-sale of credit – needs to be detailed. See above – get with Natalie and Laine on details
- n. Holiday event and February dance – Need by 11/1 – get with Carissa for details

Meeting Adjourned: 12:15 p.m.