



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

Van Raub Elementary
2022/2023 PTO Board Meeting
October 5, 2023
BLUE= notes RED=action
items for board

Attendees: Megan Kokemor, Karen Tollman, Meredith Tucker, Margie Saur, Hilda Garza, Brandi Wright, Erika Johnson, Christine Haines, Amanda Nicolet, Natalie Samson, Michael Joannou, Summer Gault, Krista Kimball

- 1) Call to Order **10:05am (Meeting Adjourned 12:20pm)**
- 2) Membership
 - a) Membership Drive - \$15,930 (idea: create a template message for teachers to send out separately from their weekly newsletter to make it easier/more convenient for staff)
 - i) Analysis – see attached, Summary:
 - (1) Majority of membership level purchases at Beep Beep level (243), but Marathon and Raubie combined contributed greater funds overall with just 51 memberships – continue to offer higher levels
 - (2) Majority of sign ups came in the first 2 weeks (162 combined) versus the last 4 weeks combined (140) – consider bigger push during those first 2 weeks; incentives
 - (3) 1st grade had highest engagement with 70%, followed by Kinder at 67%, 4th grade 65%, 3rd grade 59%, fifth grade 54%, 2nd grade 48% - Consider incentives by grade level
 - (a) Lowest classes; Henckel, Patterson, Slaughter
 - b) Total Expenses -
 - i) \$50 Amazon Grants - \$2,496
 - ii) \$100/\$50 1st classes - \$403.05
 - iii) Parties – Events & Supplies -\$122.96
 - c) Post Mortem– discussion:
 - i) Decrease number of staff winners for Amazon raffle – only 3 additional classes hit 100 and 2 of them won additional Amazon gift cards
 - ii) More weekly prizes to encourage new sign ups; consider early incentives
 - iii) Grade level awards to encourage engagement at all grade levels
 - 3) Apex Fun Run – Karen taking the lead, Natalie Samson to support (create template for APEX to send to teachers to make donation requests more specific for each class room. Ex: "Our kindergarten class is looking to purchase XYZ to help develop reading skills for each student. Our classroom gets 10% back of what our class raises to utilize the funds towards purchasing the XYZ." -- **Karen and Meredith**)
 - a) Dates: Oct 2 – October 12 – October 13 fundraising
 - i) Volunteers
 - ii) Obstacle Day
 - b) Shirts distro? – **Amanda by Tuesday 10/10**





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- c) Big award if we meet our goal? - Karen --- chocolate chicken and feathers for Summer and Michael
- 4) Outdoor Classroom updates
- a) Construction Completion
 - b) Outstanding Items: crew going to double check that it's mounted, secure and safe
 - i) Plaque? District uses Monarch. Megan to look into it
 - ii) Furniture has been ordered through Boerne Backyard – Polywood furniture (fun colors, very inviting area)-- It's all in and being installed on 10/17. Parent volunteers with All Pro Dads have agreed to help
 - iii) Other Items have been ordered, no storage solution determined
 - iv) Ribbon Cutting Celebration-- possibly live stream and have student council officers attend -
- Summer to invite Romero & Waterman Construction
- 5) Snow Ball – December 8
- a) Event Details – Items have been assigned. Please plan on coming to next meeting with your plans for vendor/purchasing, etc.
 - i) DJ – this will be primary activity, so need to ensure fun (brothers at school possibly? or SRO at Fabra) – Summer to look into option
 - ii) Photo Booth – Owner of photoooth (grandparent to student at VR) has offered to donate, need to determine if available for this date -- Megan
 - iii) Pizza --Meredith (papa johns could be good partner)
 - iv) Hot Chocolate -- Karen
 - v) Supplies: waters, plates, napkins --Brandi
 - vi) Santa—Natalie S
 - vii) Décor-- Katrina & Hannah
 - (1) Ballon Arch
 - (2) Other Decor
 - viii) Theme – Snow Ball – fancy? Christmas Sweater, etc? -- Holiday Festive Theme Dress Attire
 - ix) Inclusive activities – dance opportunities, will not have any additional activities
 - x) Volunteers - Brandi
 - xi) Security – Margie (this was added post meeting)
 - xii) Communication plan/flyer – Natalie C
 - xiii) Registration/Website – Megan
- 6) Educational Grants – Voting Process (ran through all of the grant requests to determine priority of items we could pay for/the district could pay for with BEF Grants. Total amount of grant requests is \$28K and our budget is around \$15K)
- Summer to reach out to district about possibly approving some of these with the new process district has in place this year
 - Megan to consolidate and update master spreadsheet to distribute for voting
 - All members – enter their votes



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- 7) Volunteers – Brandi
 - a) Room Parents -- **meeting held and went well!**
 - i) Follow up with teachers missing room parents directly to see if they have anyone
 - (1) Room Parent “Training” or communication?
 - b) Workroom Training complete
 - c) Spirit Stick Sales – do for entire year and send to Friends of Board and Board – must have at least 1 board member there at all times, can we assign out now?
 - d) Holiday Event
 - e) Holiday Decorating -- **board and friends of the board**

- 8) Sponsorship Update – Katrina/Hannah (**possibly highlight one sponsor a day and then go to one per week so they get more bang for their buck?-- Katrina**)
 - a) Sponsor Thank yous – **these have been sent**
 - b) Sponsor FB marketing plan

- 9) Staff Appreciation Update – Jacqueline/Hilda/Lorraine/Erika
 - a) Monthly Appreciation
 - i) Expectations
 - (1) Plan 1 month in advance, at minimum
 - (2) Proactively provide updates
 - (3) Communicate directly with Summer, Board, and additional volunteers to ensure plans meet needs
 - (4) Consider look and feel of experience
 - (5) Send pictures and communication to Natalie after so we can highlight on social media
 - b) Assignments
 - i) October – **Lorraine** – Family Coffee will be onsite during the Roadrunner Dash on 10/12 – Staff coffee’s delivered -- **instead of fancy door tags for teacher doors, maybe just an order form to tape on teacher doors to place their coffee order**
 - ii) November – Pies – **Jacqueline**– Vendor decision? Pie Try?
 - iii) December – **Hilda** – Will push lunch to January, will need event for December -- **teacher charcuterie??**
 - iv) January - “Welcome Back Lunch” **1/3 or 1/5**
 - c) Special Roles
 - i) October – Principal Appreciation Month – **Erika**
 - ii) October 2 – Custodial Team Appreciation Day – **Hilda**

- 10) Spirit Nights Update – Natalie S (**Flying Chancla -- reach out about either spirit night OR sponsor in some way)-- Natalie/Katrina**)
 - a) Willie’s Grill & Ice House – September 28th – results?
 - b) Upcoming:
 - i) **Smokey Mo's** - October 20th ALL DAY - 15% of sales back
 - ii) **Texas Roadhouse** – November 8th - 10% back of total food sales - they provide marketing



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- iii) **Kendra Scott** - trying to lock in the week after Thanksgiving to hopefully get people in for Black Friday sales. **11/11 from 12-2pm**
 - iv) **Mikey's Chicken and Tavern** - December 8th - 10% back of total food sales - WE provide marketing. Live music! – **Will switch this date since this is the same night as the winter event.**
- 11) Spirit Sticks & Croc Charms – Natalie
- a) Last Thursday of the month – Great results for inaugural sale! **\$491 in sales!**
 - i) Reorder – variety, restock, character type (grade levels, unicorns, sports, etc) -- agreed to buy spirit sticks in bulk to last for a longer period of time. (consider doing a birthday gram for students monthly with spirit sticks – Natalie to assess)
 - b) SUG to go out for entire year – need one Board Member for every sale – can we assign these out now? - **Brandi**
- 12) Merchandise
- a) Flash Sale – put together recommendation? (set up booth at fun run with a set amount of shirts at set price for a clearance sale \$5-\$7. Need a board member present entire time.) **Megan and Amanda to assess sale prices**
 - b) New items:
 - i) Key Chains – 400 for \$383.35
 - c) Still Assessing:
 - i) Stanley style cup
 - ii) 2 new shirt designs – post flash sale
 - d) Drop ship items – Should we remove now
- 13) Communication Needs – Natalie Cruz (Note to board: if you need something communicated, please send to Natalie directly!)
- a) Monthly
 - i) Spirit Stick sales – change up, include new date
 - ii) Blessings in a Backpack – once a month reminder
 - b) Roadrunner Dash – Volunteers
 - c) Smoky Mo's Spirit Night
 - d) Sponsor Shoutouts –
 - e) **Flash Sale Flyer for merchandise sale on 10/12 in person, through 10/20**
- 14) Mascot Request – October 28th Special Olympics with Boerne Blaze/Young Men's Service League--**put request out to try and find a volunteer from 10-12 that day (Summer to look into)**

Action Items: