**Swanson PTO Meeting - February 17, 2015**

**In attendance:** Lynne Thomas (President), Robyn Rubenstein (Secretary), Andrea Benslimane (VP Volunteers), Lisa Meder (Treasurer), Jen Beug, Sandy Field, Sarah Delgadillo, Kristin Eckhart, Julie Carpenter, Cindy Dries, Kim Boyajian, Carla Fermann, Sue Kaloti, Jen Peterson, Shelly Budde, Kori Hartman

**A. Opening** (Thomas)

Thomas called the meeting to order at 6:35 pm.

**B. Review and Approval of January Minutes**

After review, Fermann motioned to approve; Budde seconded. Minutes approved.

**C. Principal’s & Associate Principal’s Report** (Hartman)

1. Hartman expressed thanks to the Blizzard Ball committee for another successful event, and to the PTO for organizing and sponsoring the staff appreciation dinner on February 18th.

1. A representative from Irgens has agreed to come to the April Principal Chat pending the finalization of their agreement with the City of Brookfield. Under the current plans, a sidewalk and four lanes of traffic will butt up to the Swanson property just beyond the back parking lot and recess field. A fence will be erected and shrubbery planted to act as a barrier between Swanson and the new sidewalk and road. Construction will begin this spring.

**D. President’s Report** (Thomas)

1. PTO Policy Document - Thomas is preparing a PTO policy document that can be used by the Board and Committee Chairs and members. This document will contain general, financial and communications policies, and will likely be distributed to next year’s chairs by the end of this year. As an example of a financial policy, all money obtained for an event should be deposited every two weeks to help with bookkeeping and as a courtesy to families. Also, money used for the cash box at an event must come from the treasurer, and cannot come from money received.
2. Amendments to By-Laws - PTO by-laws have not been updated since 2006. In addition to grammatical changes, Thomas proposed an update to the Board structure.
   1. New Board Structure for 2015-16 - Compared to other PTOs in the district, Swanson has the smallest Board, but the largest student population. New Board positions will include Director of Fundraising, Director of Programming, Director of Special Events and Director of Hospitality and Outreach. A description of the responsibilities of each Board position is attached. The PTO will vote on this amendment at the March meeting.
   2. A conflict of interest statement will also be added to the by-laws, and will be voted on at the March meeting.
3. Directory Update and Considerations - By the 2016-17 school year, the Swanson Directory will be published online, and will no longer be the responsibility of the PTO. Since the directory will not be a means to raise funds, the PTO many need to charge dues for membership. If allowed, we may be able to charge for a paper copy of the directory.
   1. Pamphlet for kindergarten and new parents - The PTO is preparing a pamphlet that can be given to incoming kindergarten and new families with information about PTO events, how to get involved, contact information (including the Facebook page and website), etc. This pamphlet may be distributed at the kindergarten orientation in May.
   2. Parent Handbook addition to printed directory - The PTO is also considering preparing a Parent Handbook, which will include a schedule of PTO events, how to access the Swanson library catalog online, how to access student accessible apps, etc.

**E. Treasurer’s Report** (Meder)

1. 2014-15 Budget Review - Figures for the Blizzard Ball are incomplete, and will be updated after funds have been deposited. A 5th Grade Recognition deposit will also be added this week. Meder is anticipating more bills from the Artist-in-Residence mosaic project.

**F. VP Committees** (Thomas for Potteiger)

1. Committee Chair Reports
   1. Blizzard Ball (Sarah Delgadillo and Julie Carpenter) - Approximately 900 people attended this year’s Blizzard Ball, up 50-75 people from last year. Pre-registrations were up this year, with over 600 people pre-registered, compared to over 300 last year. There was an excess of pizza, and the committee will decrease the amount of pizza purchased next year from the estimated two slices per person purchased this year. Due to the addition of pizza this year, the event exceeded the $3000 budget by over $2000. Overall, the event came in under budget by $421. The PTO will discuss changing the budget for Blizzard Ball later in the year, and will also consider moving this event from Incidental to Special Events in the budget. Looking ahead to next year, the committee may consider adding something new in another room. The option to pick up wristbands in the office will be removed from the order form. The committee may also consider including pizza orders on the registration form, or including pizza with pre-registrations only, while those paying at the door will need to purchase pizza, if available. The procedure for a lost child will include an announcement, with the lobby as pick up location.
   2. Family Fun Night (Sue Kaloti) - The Family Fun Night at Wirth Pool will be held on Friday, June 5th, with a rain date of June 12th. The fee for rental is $1000, as in previous years. In light of state laws for raffles, which were recently brought to the PTO’s attention, we may not hold the basket raffles this year. These laws state that raffle tickets must be printed in sequential order, baskets must have a value displayed, raffle tickets cannot be sold to children without a guardian present, etc. A 50/50 raffle was suggested to replace the basket raffle fundraiser, as well as eliminating all fundraisers and holding a straight donation drive in the fall.
   3. Artist in Residence (Lynne Thomas) - Each grade level worked on mosaics, which turned out beautifully, and will be displayed at Swanson.
   4. Restaurant Nights (Cindy Dries) - We will continue to have one restaurant night per month. Suggestions for future venues included Buffalo Wild Wings, Jose’s Blue Sombrero and Jamba Juice.
   5. Scrip (Jen Peterson) - The next Scrip order will be sent home the first week of March. Orders will be due on March 16th and cards will be distributed on March 26th. The last Scrip order will go out on May 15th. Orders will be due on May 26th and cards will be distributed on June 4th.
   6. Staff Appreciation Dinner (Thomas for Lisa Burnett) - The staff appreciation dinner is tomorrow, February 18th, and will be catered by Qdoba Mexican Grill.
   7. Teacher Appreciation Week (Jen Peterson) - Teacher appreciation week will be held on May 4th through May 8th, with a similar plan as last year. Staff will be provided food each day during the lunch hour, and there will be a theme each day for student participation. Lunch will be catered on one of the days (restaurant tbd), and will be provided by volunteers on the remaining four days. There will be a donation day based on lists of what each teacher needs. Flyers cannot be distributed. Volunteers are needed each day for set up from 10:30-11 am and clean up from 1:30 - 2 pm. Please email Jen Peterson at [petersonjen@sbcglobal.net](mailto:petersonjen@sbcglobal.net) if you are able to help. Alicyn Keller will coordinate volunteers for food via email, and can be contacted at [alicynkeller@yahoo.com](mailto:alicynkeller@yahoo.com). Announcements will go out after spring break. The committee is considering ideas for a gift to the teachers, and have discussed massages and paraffin treatments. Due to the large number of teachers, it was suggested that they hold a lottery for massages, while all teachers receive a paraffin dip.
   8. Swanson Auction Night (Shelly Budde) - The auction committee has collected many great silent auction and raffle items, and teachers have donated experiences. The committee will begin to promote these items this week to increase registration.
   9. Fifth Grade Recognition (Sandy Field) - Blizzard Ball sales netted $476.69. Family splash will be held on Thursday, March 12th from 3:30-8 pm. New this year, families can pre-order a hot dog box dinner for $5.50. The cost for admission is $15 for pre-ordered swimmers, $18 at the door and $7 for spectators. Registration forms are going home this week. Ice cream sales are scheduled for March 6th, April 17th and May 1st. The committee needs to raise $6,068 to fund the class DVD, class photo, t-shirt, class gift and memory book, and are on track to meet that goal. Erica Hodgson is working on a new fundraiser with Schwanns. Swanson families will be given a 30-45 day window to order online from Schwanns, and the committee will receive 20% of all sales and 40% of e-gift card sales. The fundraiser will run between March 16th and May 1st. A link for online orders will be emailed to families.
   10. Battle of the Books (Robyn Rubenstein) - Registration is underway, and will end on Friday, February 20th. Battle of the Books will be held on Tuesday mornings at 8 am, starting on March 10th. There is a breakfast option for an additional $20 for students that are interested.
   11. Muffins with Mom (Thomas for Kim Potteiger) - Muffins with Mom will be held on May 6th, 7th and 8th from 7:45-8:20 am, and will be divided by last name. There will be no book fair at Muffins with Mom this year, but it may take place at another time.
   12. SwansonFest (Lynne Thomas) - Brian Balfany is looking for instructors, sponsors, chairs and volunteers to help with SwansonFest. Thomas will send out an email this week seeking interest in these positions. Classes will run all day this year, with no all-school walk in the afternoon, which will allow for two extra classes compared to last year.
   13. G&T (Jen Beug) - The GT PAB Meeting will be held tomorrow, February 18th, and will discuss youth course options, which includes college-level courses for high school students. They will also discuss how testing is done in the district. Beug announced a writing contest through Community Now Newpapers for 3rd through 8th grade students, with entries due by March 27th, as well as the free Cool Stuff for Kids opportunity fair put on by CESA, with information about enrichment classes, programs and camps offered during summer and the school year.

**G. New Business/Open Forum** (Thomas)

Nominations for Board positions will take place at the PTO meeting on March 17th, and elections will be held at the April meeting.

**I. Adjournment**

1. Field motioned to adjourn at 8:42 pm; Beug seconded. Meeting adjourned.
2. The next meeting of the Swanson PTO will take place on Tuesday, March 17th from 12:00-1:30 pm.