

St. Bernadette PTO Executive Board Meeting

Tuesday, November 13, 2012

7:00-8:10 p.m.

School Cafeteria

In attendance: Beth Monroe, Denise Richard, Jeanmarie Spradlin, Chris Popeck, Erin Moore, Jim Shepherd, Amy Burger, Rose Kwiatkowski, Mary Fedorochko, and Sandy Barrick.

1. Opening Prayer (Spradlin)
2. Presentation – Jeff Carroll – Director of Marketing and Development St. Bernadette
 - a. Mr. Carroll comes to the PTO on behalf of Fr. Kevin and Patricia Beeks to talk about Development. He is working with Renee White, Director, Enrollment Management and Special Projects at Diocese of Arlington, on development issues. St. Bernadette Parish has partnered with ISPD – Institute of School & Parish Development and Mr. Frank Donaldson through a series of workshops. Mr. Carroll has asked Mrs. Pilone and Mrs. Molinari to join his team and is asking for 2-3 PTO members to attend the ISPD Meetings with his team and to support their efforts. He will also be creating a committee of 15 members consisting of parents, faculty, staff, parishioners, alumni and PTO members. Goal of the committee is creating the groundwork for year round giving to the school, an annual fund. The focus will be on the bigger picture and the community at large. First ISPD meeting was last month and attended by Mr. Carroll and his team. The next meeting will be later this month.
 - b. He has been working on the Race for Education. Mrs. Pilone, Mrs. Molinari and Mrs. Govert contacted Mr. Carroll to help him in the effort and they will be looking for more volunteers. The Race will take place spring 2013; there will be two efforts on-line giving and the traditional written mailers. All fundraising for this event will go to the Technology Fund.
 - c. He is working with Joe McDonnell on the Car Raffle. Proceeds from this fundraiser will go to Tuition Assistance.
 - d. Mr. Carroll is creating an Alumni Association, currently there are over 400 members through Facebook and of those 40 people have contacted Mr. Carroll with their contact information and from that he is creating a database. He hopes that with this database we can connect with the Alumni through various social events and possibly the Annual Fund. PTO is to be a big piece of that as well.
 - e. Mr. Carroll will be sending out more communications to the school community on these initiatives. These initiatives are here to benefit the school as are we.
 - f. Questions
 - i. Mrs. Fedorochko asked for clarification on the Annual Fund. Where are these funds going; to the school or to the parish; how will this fundraiser affect the fundraisers of the PTO? Mr. Carroll replied funds will go to the Capital Fund but

the ultimate decision for how the funds are used is Fr. Kevin's. The Annual Fund won't affect the School fundraisers. This will be a way to obtain funds year round. St. James Parish/School has been doing this and has been very successful bringing in over \$300,000.00.

- ii. Mrs. Popeck asked if all of the money raised would go to the Annual Fund. Would the PTO get a percentage and the rest would go to the general fund? Mr. Carroll said no those funds would go to where they were slated.
- iii. Mrs. Kwiatkowski asked if most of the schools in the diocese are leaning toward the Annual Fund. Mr. Carroll confirmed that they are as it is highly encouraged throughout the diocese. A handful of schools have been doing this for several years and it has been very successful.
- iv. Mr. Carroll clarified that all of the money goes to the Church which is the Parish and the school. Specifically where it goes is ultimately up to Fr. Kevin; he runs the school and is ultimately responsible.
- v. Mrs. Richard added that as we start doing these larger fundraisers more will come. Mrs. Fedorochko followed up asking for what examples are of these larger fundraisers. Mr. Carroll stated the PTO is a piece, parish is a piece, and alumni are a piece and getting all these pieces together to reach out to the broader community. An umbrella of everyone coming together as a group and fundraising. That is why the ISPD meetings are important to attend because they breakdown what we are trying to accomplish and why the PTO involvement in those meetings is encouraged.
- vi. Mrs. Fedorochko asked if the PTO at St. James is still an active PTO or is it just a social committee. Mr. Carroll replied that it is an active PTO.
- vii. Mrs. Monroe added that the Annual Fund would be for more of those big ticket items like windows, playground, etc. Mr. Carroll included that Parish diocese is pushing toward development using the whole community and its resources. Mrs. Fedorochko asked about donor fatigue. Mr. Carroll stated to overcome donor fatigue we may have to stop some fundraisers and start looking at the big picture. He continued with explaining that development is creating a structure for further growth of the school. We want to continue to grow the school. Mrs. Barrick asked if this would with include expanding the school. It was discussed that he middle school wing was originally designed for that.
- viii. Next ISPD Meeting is November 27th which will include his team and hopefully 2 or 3 PTO members. Location has not yet been determined most likely in the afternoon. Mr. Carroll asked Jeanmarie to get back to him by Friday with PTO members that will attend. (Mr. Carroll left the meeting at this time)

3. President's Report (Spradlin)

- a. Secret Santa Shop and Breakfast with Santa – plans underway. Event is December 1 from 8 am to 12:30 pm. Contacted Mrs. McGillin that Mrs. Burger would assist her but haven't heard back from her. Mrs. Monroe stated that Mrs. Loren and she had met with Mrs. McGillin today and they are setting up a meeting of who can help before the room

parent meeting tomorrow. Mr. Snee sent an email to 7th and 8th grade parents asking for volunteers. Mrs. Fedorochko noted that this contract needs to be looked at next year. This company giving back 7%. Other companies like Overbrook and EPI could give us more, up to 20% with EPI. All companies do the same thing but in these times we need to make fundraising more efficient and need to look at where we get the most money back. Preview day was also in question but is really important just makes the process more efficient. Mrs. Monroe said the facilities issue that was the stumbling block has been resolved and there will be a preview day. Mrs. Fedorochko just wants to make sure we are getting the most we can so looking at several companies is good and give you something to compare and negotiate with. Mr. Shepherd brought up that we should be getting three bids and this contract was a roll-over from last year.

4. Treasurer's Report (Shepherd)

- a. Distributed Balance Sheet and Budget Overview report and reviewed format. Mrs. Fedorochko concurred that the EPI clothing (8th grade sweatshirts) will show a loss. Golf Tournament umbrellas are still available and a booth will be set up at Secret Santa Workshop to sell those and that should close out the Golf Tournament. Just received EPI check— 8% back from sale and we still have one outstanding bill so this should close out in December.

5. Room Parent Update (Kwiatkowski/Burger)

- a. Christmas Parties – are scheduled for December 19th at 2:15 pm. Mr. Shepherd asked about activity fee (\$5 classroom party/\$5 teacher gift) and that he hasn't seen it yet. It was suggested that he email Mrs. Feerst and ask, maybe it has been moved but we haven't identified it on the books. Grade Reps to send out email to Room Parents. Remind them that anything being brought in needs to be run by the nurse two weeks before the party.
- b. Secret Santa – We have the volunteer list and there are plenty of volunteers to cover the event. Will set up a Sign Up Genius.
- c. Mrs. Fedorochko thanked Mrs. Kwiatkowski, Mrs. Burger and Mrs. Jones for a fabulous Fall Festival.

6. Ways and Means (Fedorochko)

- a. Golf Tournament – Weather cooperated. Everyone thanked her for a great event. Mrs. Fedorochko mentioned that there are umbrellas' still to sell and additional checks are still coming in. Discussed how many are available and if it is just limited. Can we get more? Can certainly order more but that wouldn't be for the Golf Tournament.
- b. Save the Date for the Auction will be going out over the next three weeks and she is collecting the last 2 baskets (4th grade and 8th grade). Mrs. Richard asked about the Principal of the day etc. and Mrs. Fedorochko confirmed they are included in the plan. Teacher ideas are coming in slow per Mrs. Monroe. Mrs. Fedorochko asked Mrs. Monroe to put out another plea and she will help however she can. She has plenty of ideas.
- c. Parent Sweatshirts – Red hoodie sweatshirt to "Get Your Red On" and show school spirit. She has a flyer to offer at Christmas time. The Executive Committee needs to

make a decision on going forward. Mrs. Popeck asked if we can get ones that are just “St. Bernadette”. We can certainly look into based on the pricing and how many we think we can sell. We can order a ton of these – sold 244 grey sweatshirts we could order 75 Mom and 75 Dad sweatshirts and we can sell these. It was asked if these could be available at Secret Santa. Kids could buy them. Mrs. Monroe asked if the flyer be a hard copy or part of the e-packet. Mrs. Fedorochko would like it in both formats. Discussion was had about the number of sweatshirts to order. Mrs. Fedorochko made a motion to order the sweatshirts. Mrs. Moore seconded the motion. We will be order all 3 versions (St. Bernadette Mom, St. Bernadette Dad and St. Bernadette).

- d. Poinsettia order has been placed for the church. The flyer has been given to Miranda. We are covering one weekend of masses and just need a few more volunteers.
 - e. Teacher Wish List – Distributed sample and letter that will go out to families. Mrs. Fedorochko suggested that the letter mention that prices have been rounded up to account for shipping and taxes. Some retailers don’t recognize our Non-Profit status. Mrs. Kwiatkowski suggested leaving this out. Mrs. Monroe asked if there is a deadline. Mrs. Fedorochko did not feel this is necessary. Some teachers have not submitted the lists at this time. Need to add several other staff members to the list as well. To be distributed in the Tuesday e-packet before Thanksgiving. Mrs. Monroe asked if there will be an acknowledgement card to the teacher and Mrs. Fedorochko said yes. Mr. Shepherd asked about the invoice from Mr. Marulli on the equipment he ordered. Mrs. Monroe will follow-up.
7. Principal’s Report (Monroe/Richard)
- a. Middle School Lockers – Mr. Clapp was able to get 50 or so completed while the middle school was on field trips last week. It is taking a little longer than he thought and is looking forward to getting them all done.
 - b. Thank you to Mrs. Kwiatkowski, Mrs. Burger and Mrs. Jones for the Fall Festival.
 - c. Thank you to Mrs. Fedorochko for the Golf Tournament.
 - d. Thank you to all that helped with Halloween Happenings and passed out the ice cream. Mrs. Kwiatkowski suggested sherbet instead of the ice cream for next year’s event.
 - e. Communication – Please remind room parents that email communications need to be sent to Mrs. Monroe for approval before sending out. She will be at the next room parent meeting and will mention it there as well. Flyers need to be approved as well.
8. Closing Prayer (Spradlin) – Meeting Adjourns 8:10 p.m.