



## BES PTA General Meeting Agenda February 1, 2021

In attendance: Leslie Aga, Emily Asbell, Kristin Barry, Meredith Bates, Sarah Bumgardner, Christina Clement, Amanda Desrochers, Viktoria Dula, Austin Fitch, Brooke Fortier, Emily Hanson, Heather Harris, Nikki Hoffpauir, Julie Horiuchi, JoAnn Jellison, Tom La, Wendy La, Janine Lanier, Ashley Linderman, Henry Lorraine, Lindsey Mahland, Elisa Marin, Lauren McDonagh, Robin McLaurin, Angelica Noorbakhsh, Olubukola Oladejo, Chioma Onyemachi, Maria Rachal, Jennifer Reyen, Summer Rogers, Monika Rooks, Burcu Schulze, Renee Sobota, Hillary Starrett, Meghanne Svatos-Lickteig, Amanda Wierzba, Angela Williams

- I. Call to Order by President, Brooke Fortier at 7:05PM
- II. Procedures for Virtual Meeting
  - A. Recording of meeting – Principal Rogers kindly agreed to record the meeting.
  - B. Chat Box for questions – Ms Barry would be monitoring the chat room for questions.
  - C. Mute your microphone
- III. Welcome and Introduction of the Board – Brooke Fortier, President

Ms Fortier made a brief introduction of the Board members and their responsibilities

IV. Update on the State of BES and Leader In Me – Summer Rogers, Principal

Principal Rogers expressed her appreciation to all BES families as great partners. We are all in the same storm even if we are in different boats. She remarked on the outstanding attendance, 35 people on a virtual meeting at 7PM on a school/work night. Staff returns next week to set up and check safety protocols. She commented on how well everyone followed the safety protocols. February 15<sup>th</sup> is still projected as a return to school date.

V. Review of Financials (Budget vs. Actual) for 2020-21 – Ashley Linderman, Treasurer

Budget (as of January 31, 2021) shared prior to the meeting and on screen with all attendees.

- Money taken in:
- PTA membership dues (\$835) = 151 PTA members out of 913 students.
- Fundraising:
  - Square 1 art fundraiser – from last spring
  - Ballantyne Bears Night Out (BBNO)
  - Capital Campaign almost \$14K (close to goal of \$15k)

- Boosterthon FunRun this March
- School supply kits (first year for this fundraiser) over \$1100
- Spiritwear – extra inventory to sell
- Yearbook – \$1700 from last year - planned to go ahead this year
- Amazon Smiles – please sign up - Ms Barry posted the instructions in the chat
- Rock donations
- Total raised this year = \$16,450
- Spending:
  - administrative expenses: insurance, PTA dues
  - school enrichment: give back to teachers, classrooms, specials and support staff- ie technology needs teaching from home, recess equipment, Nurse Griner - \$900 this year
  - Leader In Me membership and coaching subscriptions through 2021-22
  - Cultural Assemblies - Origami assembly
  - Total expenditure = \$17K

Ms Fortier reiterated that we are being very conservative in our spending this year and working hard to make sure that

spending reaches the fully remote children (more than 50% of the students) equally

Ms Fortier asked everyone to submit ideas and feedback to the Board.

## VI. Fundraising for 2021 – Christina Clement and Tom La

Presented by Mr La:

- Boosterthon FunRun –
  - Available for in-person students and dance fit option for the virtual academy students
  - Boosterthon team has been great this year, ensuring that the events are fun whether in person or virtual
- Yearbook with Tree Ring – “print on demand” company
  - Each family sets up a personal account
  - Option to personalize 2 pages completely free
  - Yearbook will be sent out directly to home address
  - Portal will be set up for families to submit photos - link please send in pictures
  - Keep an eye out for emails from Tree Ring

Fundraising update from Ms Clement:

- Capital Campaign is one of our biggest fundraiser – easy to donate, no requirement for students to sell things
- FunRun as mentioned by Mr La

- We try to have at least 3 givebacks (difficult to organize while remote) – Father-Daughter Dance, Bingo, Mother-Son Glow Run, Popcorn
- Corporate Fundraising
  - new endeavor this year to cover Leader in Me (LIM) which costs about \$50K/year
  - first public school in NC to provide LIM – all teachers and staff receive training to teach the LIM journey to students
  - If you know of any companies that would like to partner with BES to support this program, please reach out to the PTA board

Ms Fortier reminded everyone of another important fundraiser – Book fair (voted #1 activity by BES parents last year) which is going on right now – Co-chaired by Ms JoAnn Jellison and Ms Janine Lanier - teachers have set up e-wallets for their classroom book needs – there may be a BOGO at the end of the year but only if we are back in person because it can't be virtual

Reach out to your teachers if they have not posted information about their e-wallets

VII. Events for 2021 – Kristin Barry

Giveback events: with half of students being remote, it is challenging to find events which reach all students and with fundraising down, we need to find cost-effective events

- Origami workshop, organized by Ms Zekinski and Ms McLaurin, held virtually received a lot of praise and positive feedback
- Extreme science virtual assembly TBD
- Bingo TBC - Ms Hanson working to organize an outdoor event combined with a food truck; possibly held in Elevation Church lot; free event for families other than purchases from Food truck
- 5<sup>th</sup> grade events (combined event for this year and last year's 5<sup>th</sup> graders): Robin McLaurin will head up a 5<sup>th</sup> grade graduation committee
- Hospitality for staff – we have not been able to host as many events as we usually do but hope to spoil them again when they are back in the building

VIII. Future of the PTA and Call to Action – Board Members to speak :  
Tom La, Robin McLaurin, Ashley Linderman

Ashley Linderman spoke about her interest in being involved to know what is going on at school 7 hours/ day; important for our kids to see us volunteering to make their school better; jump in fully and join a team which is very collaborative; keep BES great; time commitment is flexible

Ms Fortier explained that most positions are a 2-year commitment although that is flexible. Positions opening up after a 2-year commitment: President, Treasurer, Fundraising, VP of Programs, VP of Communications

Robin McLaurin: Works full time; committed way more than 2 years on the PTA board in several roles; extension of the school into a family for all of the kids whose parents are on the board; building a great environment for our kids to grow and learn

PTA requires a President, Secretary and Treasurer; if we don't have these roles filled we would lose the PTA charter and bank account

Tom La: Opportunities to meet new people; strong community; common interest of caring for school and kids;

Incredible access to school and information behind the scenes

Christina Clement: PTA involvement and contribution to BES fill the gap; betters our school, kids and community

Ms Fortier concluded the meeting by saying thank you for such a great turnout to this event

#### IX. Question & Answer Session – Kristin Barry, VP Communications

Questions/Comments from the chat:

- Robin – that (Origami) Assembly was so awesome! Such a great idea!
- Here is the link to where you can see the financial reports – <https://ballantynepta.weebly.com/meeting-minutes.html>
- 151 PTA members is 16.5% compared to number of students, but maybe (certainly) some families have both parents signed up
- Instructions to hook up your Amazon app on your phone for Amazon smile is on the PTA website!!! (Thanks to Kristin!)
- Great job Ashley! Hard job you do so well!
- Love the sound of this yearbook plan!



- It is a really great find by Tom and Wendy!
- Is this the last book fair of the year or will you do an end of the year too?
- How do we find the e-wallets, is that something the teachers share out or should it be searchable on the website?
- By the way, Kristin Barry does most of the work for the virtual fair!
- Awesome, thank you Kristin!

The meeting was adjourned by Ms Fortier at 8:15PM.