

**PTA Open Meeting Minutes**  
**November 15, 2011 – Hugo Elementary Media Center**  
**Call to Order 6:30 PM**

**Board Member & District Attendees:** Teresa Dahlem-Principal, Kristi Ide-President, Mary Jo Rhude-Secretary, Melissa Tucker-Treasurer, Kim Chapman-School Board Liason

**PTA Member Attendees:** Jen Durand, Jami Eckerle, Sue Olsen, Kati Ahrens, Mike Bailey, Jaclyn Zakrzewski, Gretchen Boyd, Deb Beloyed, Cammy Mueller, Christy Christensen, Mike Fish, Stephanie Lohmann

**Non-Member Attendees:** Angie Askin, Molly Johnson, Shannon Bailey, Beth Solensky, Matt Ryan, Rick Anderson (The Chip Shoppe), Scott Olson (Cofinity)

Quorum was reached.

**Introduction**

**Notes:** PTA Meeting Sign-in sheet and hand outs/items circulated: Membership forms, Budget Report, October Meeting Minutes, Classroom PTA Parent sign-up sheet, and PTA Classroom Parent Job Description.

**Secretary's Report:** Mary Jo Rhude

October 10, 2011 Meeting Minutes

Motion to accept the Minutes – Kati Ahrens-1st, Jami Eckerle- 2nd. Motion passed.

Reminder to enter information into PTO Manager Website for individual volunteer needs. Directions available.

Thank you card received from Mrs. Schultz for PTA conference dinner.

**Treasurer's Report:** Melissa Tucker

Review of Treasurer's report. Explanation of Balance Sheet and expenditures.

Motion to accept the budget: Jen Durand-1st, Kati Ahrens -2nd. Motion passed.

Chip Shoppe Fundraiser: Profit is approximately \$19,000 at this time. Goal was \$20,000.

Ice Cream Social: \$375.29 profit. Goal is \$400 for year, with one more planned for the spring.

Yearbook deposit in the amount of \$5,000 was paid to LifeTouch.

**Fundraising Update:** Kristi Ide

**Fall Festival:** Great turnout and there were many donations. Thank you to everyone who helped out and attended that night! Approximately \$311 profit. \$599 in sales for Hugo and Oneka items, which will also be available for purchase during future PTA events, including the Waffle Breakfast/Craft Fair and Spring Carnival.

Discussion of using profit from Fall Festival to purchase items for that event the following year in order to offset/reduce the amount of donations needed.

Concerns expressed about DJ appropriateness for kids during Fall Festival. Difficulties were found mainly with requests. Idea to not take requests was given. DJ used at Kidz N Biz has been secured for next year. This alternate DJ is familiar with and will meet the needs of a young audience and is less expensive. Concerns were expressed about kids attending this event without adult supervision.

**Oneka Book Fair:** November 29-Dec. 3. Set up Tuesday afternoon. Sales begin Tuesday evening

(6-8pm) and will

Motion to accept the use of 200 Scholastic Dollars to buy books for students demonstrating financial need: Mike Fish 1st, Jen Durand 2nd. Motion passed.

**Waffle Breakfast with Santa/Craft Fair:** December 3 at Oneka from 9 am-1pm. Waffle Breakfast from Dad's Waffles will be available from 9 am- 12 pm. Photos with Santa available for purchase. Craft fair items and Hugo and Oneka promotional items will be for sale. Event takes place in conjunction with the book fair. Looking for vendors interested in selling. There are limited vendor tables available due to gym use for a basketball clinic. Boy Scouts will be working the breakfast portion. A few volunteers are needed for other duties. Contact Kristi Ide if interested in helping out. Set-up for Santa's space will happen Friday evening. Set-up Saturday will begin at 7:45am. Mike O'Malley has volunteered to construct a backdrop for photos.

**Principal's Report:** Teresa Dahlem

Thank you for support in passing the operating levy for the White Bear Lake School District.

Report cards will be coming home tomorrow, November 16, 2011 in your child's backpack.

**Ashland Productions:** 56 kids signed up so far. Hansel and Gretel will be performed. Rehearsals start November 29. Performances are February 16, 18, 19, 2012. Tickets go on sale about 6 weeks before performances and are available for purchase online.

Author visit at Hugo on Thursday morning 9:45-10:30. Author visit has previously taken place at Oneka.

Field Trips: 3rd Grade to Orchestra Hall (November 30) and 5th grade to Long Lake (December 14-16).

Internet Safety presentation by Washington County Sheriff's Office will be taking place after next PTA meeting on January 10th. PTA meeting starts at 4:30pm. Internet safety will run from 6:00-7:00pm.

**President's Report:** Kristi Ide

PTA Classroom Parent Job Description:

1. To promote the PTA and involvement in PTA meetings and events in a positive manner.
2. To field direction from the volunteer coordinator or event chairs to obtain event volunteers from your classroom (i.e. find 1-2 volunteers for each event held).
3. Share meeting highlights, encourage parents to read meeting minutes on PTA website for updates on important actions regarding activities, and purchases for their children and school.
4. Serve as liason for your teacher and other parents to the PTA membership when suggestions, concerns, and/or questions arise.
5. Other duties as agreed upon by the parent, teacher and/or PTA membership.

**Volunteer Recruitment:** Concern over lack of interest in volunteering for events. Sign up sent home at beginning of y

Report on resignation of office for vice president and fundraiser coordinator due to personal and/or family reasons. Personal resignation statement by Sue Olsen.

**Open Forum:**

**Rick Andersen from the Chip Shoppe.** Thank you for business over the past four years. Open to ideas and feedback for improving business and meeting our needs as our needs change over the years. Some members stated their satisfaction with the wrapping paper products offered. This company is here for the long term. Our schools' sales rank in the top 30% for the Chip Shoppe Company. New ideas may increase profit. Ideas to increase sales: kick-off presentation (15 minute), tape principal to the wall, etc. Samples of Chip Shoppe food items were provided for members to taste. Cash for Kids, a national website offering shopping savings through coupons for local retailers. Always looking for new items that are of good quality. Chip Shoppe supports local businesses and uses their services and products for their fundraisers. Many items made in MN and WI. Chip Shoppe appreciates working with Hugo and Oneka Schools and looks forward to continued business. A former fundraiser chair stated that Chip Shoppe is a very well-run fundraising company and is easy to work with for ordering, processing and delivering products.

**Scott Olson from Cofinity.** Cofinity is a company which offers website/email offers at a greatly discounted price. It mainly supports local or twin city-based businesses and even national at times. The fundraising program is similar to Groupon, which offers online coupon offers, typically at 40-90% discount. Kids are not selling, nor collecting money. A website is setup specifically for our elementary school. Offers are at deep discount as a form of marketing for that business. Local merchants make an offer. Then the offer is emailed to supporters of the website. The supporter decides to purchase or not. Some of the money goes to the merchant and some of the money comes back to the school (typically 7-8% of total sale). No start-up costs. Sustainable program with no pressure to buy. Payment to school is made within 30-90 days, depending upon which payment option the school chooses. This program works all year, including during summer break. Supporters can invite others to join. Cofinity has partnered with the high school and Pioneer Press.

Discussion of typical revenue. Typically, this type of fundraiser starts slowly and takes time to grow.

**Golden Gala (AKA: Gold Plate Dinner):** Cammy Mueller and Christy Christensen.

February 3, 2012 at Manitou Station. Save the date information will go out this Friday in Friday folders. Theme is Mardi Gras. Solicitations will be sent out to businesses for donations at the end of month. Tickets will sell for \$50 each. Goal is for 150 people to attend. Venue price comparable to Legion. No sit down dinner, but heavy hor d'oeuvres will be served so people can mingle and view auction items. A ticket includes dinner, beverage, and raffle ticket. Gambling license is in process. Discussion over ticket price. Please contact Cammy Mueller or Christy Christensen with donation and auction items.

**Spring Carnival:** Co-chair or committee members needed. Many things already planned for event. Jessica Cora is chairing. March 31, 2012 is the date of the Spring Carnival.

**Yearbook:** Mikayla Dalton will be putting the yearbook together. Pictures taken at events or in classrooms can be sent in/uploaded to be included in the yearbook. Please label pictures with name and grade of students featured and email to [mikayla.dalton@gmail.com](mailto:mikayla.dalton@gmail.com). More information will be available soon. A PTA member is needed to chair the yearbook, as Mikayla is a student volunteering to organize the yearbook.

**5th Grade Graduation:** Jaclyn Zakrzewski asked about funds in preparation for planning. PTA donates \$500 to 5th grade graduation to be used at the discretion of the planning committee.

Volunteers are welcome for filling the position of vice president and fundraiser coordinator. Please contact Kristi Ide if you are interested.

Motion to adjourn by Sue Olsen-1st, Jen Durand-2nd. Meeting adjourned at 8:19pm.

#### **Upcoming Dates and Events:**

November 29-Dec 3: Oneka Book Fair.

December 3: Waffle Breakfast with Santa/Craft fair at Oneka Elementary 9-1.

No December PTA meeting.

**\*\*Next PTA meeting January 10, 2012 at 4:30 pm at Hugo Elementary.\*\***

Please plan to stay for an internet safety class following the meeting at 6pm. Pizza and child care will be provided.

Respectfully submitted by Mary Jo Rhude.