

October 9, 2012

Franklin-Randall PTO Minutes – DRAFT

Board Members present: Suzanne Swift, Scott Dunahee, Soraya Willems-Neal, Eileen Kennedy, Dana Prager, Elizabeth Kerwin, David McMurray, Beth O'Callaghan, Noelle LoConte

Administrators present: Britta Hanson

Guests present: Dan Scanlon, Dawn McClusky

Call to order: 7:15p

Suzanne introduced our new board member at-large, Noelle LoConte. She also noted that Beth O'Callaghan has moved into the Secretary position.

1. Review of Minutes

Suzanne will send out the link to the on-line draft meeting minutes (housed on the PTO website) from the September meeting. Minutes will be approved by an e-mail vote.

2. Fall PTO Grant update (Suzanne Swift on behalf of Amy Thomas)

The fall PTO grant cycle is underway. Articles have appeared in the newsletters, and an e-mail calling for proposals went out on the PTO list serve. The fall grant deadline is October 31st.

Full proposals will be sent to the Grant Review Committee in advance of the first grants meeting on Friday, November 9th at 11:30a at the Barrique's on Monroe Street. The meeting is open for all to attend. Recommendations from the committee will be presented to the full PTO board on November 13th. The board will vote on the proposals at that time, and decisions communicated to the Franklin-Randall community shortly thereafter.

3. Marvelous Math Morning (Dana Prager)

Marvelous Math Morning will take place on Saturday, November 17th at Franklin Elementary. Dana is actively seeking volunteers to help with the event, especially with set-up (6-9p on Friday, November 16th in the gymnasium). Dana will make a call for volunteers via the newsletter and PTO list serve. The event, comprised of 25-30 different math-related activities, is open to all Franklin and Randall families.

4. Fall campaign update (Scott Dunahee, also reporting on behalf of Beth Bovis)

The Fall PTO fundraising campaign is ready to roll out. Website updates will be made shortly, and all paper materials will be prepared and distributed via school offices. The campaign runs from October 15th thru November 19th. The fundraising goal for the 2012-2013 year is \$15,000. Scott is actively seeking a Fall Campaign Co-Chair to assist with the prep work for next year. An additional item for future discussion is the role of local retail businesses in PTO fundraising efforts.

5. Volunteer Appointments to be Filled (Suzanne Swift)

A few key volunteer positions need to be filled, specifically the Carnival Chair. Elizabeth Kerwin has volunteered to be Movie Chair for the Randall Movie Night (Friday, November 9th) and Kristi Stanton has volunteered to coordinate the Franklin Movie Night (date: TBD).

6. Newsletter (Suzanne Swift)

The PTO Newsletter will be going online this fall. Original concerns over accessibility have been addressed and the newsletter will be distributed via e-mail and paper for a few weeks to allow families to get used to the new format. On-line distribution seems to be accessible for most families at this time and on-line software may allow families to translate newsletters into multiple languages in a more efficient manner. This transition mimics efforts at other local schools, notably Hamilton Middle School and Shorewood Elementary. A sample web shot of last weeks' newsletter was passed around for review.

Stephanie Breiby (Senior Web Editor for UW Hospital and Clinics) has volunteered to help liaise with Constant Contact, the on-line e-mail marketing service used for newsletter distribution, and provide tech support. E-mail addresses for the newsletters will be generated from Infinite Campus, and will be processed by school personnel. Melissa Allan will continue to serve as the Newsletter Coordinator.

The roll-out plan includes a note that will go home with students in the next week. It will contain information on how to self-select for continued paper copies of the newsletter. A second note will go home in Friday Folders. Parallel newsletters (e-version and hard copy) will run for all families for a couple weeks.

7. Parking (Dawn McClusky, former PTO President)

The majority of PTO income is from parking cars at Randall during UW football games. Approximately 200 cars are parked both on the lot next to the Randall school playground, and the lot located on Chadbourne Street (which is reserved by contract for the University). It was noted that the parking lots are school district property, while the playground area is municipal property.

The PTO purchases a vendors permit (\$900) from the City of Madison annually to allow parking on the lot for 7 home football games/year. For 2012 the parking fee increased from \$20 to \$25 for the general lot and from \$23 to \$30 for the spots reserved by contract for the University. Projected income from parking for 2012-13 is \$32,500. Expenses, in addition to the permit, include two porta pottys (\$1100/season).

Parking for the spring exhibition game began in 2011 with 53 cars. There has been increase demand each year since. There are no extra permitting fees for the spring game, and the parking fee \$10/spot.

Volunteer recruitment for parking of cars happens via the list serve, phone calls and personalized networking. The time commitment is 15 minutes prior to opening of the lot (which is 3 hours before kick-off) until the lot is full (usually 90 minutes prior to kick-off). No experience is needed and on-site training is available.

The school district insurance policy covers the parking of cars and the additional contract with the UW. Melissa Scholz (Scholz Nonprofit Law, LLC) worked on the current contract. Some future issues to consider include a possible fee increase for the University reserved spots. The board expressed their thanks and gratitude to Dawn and other volunteers for their work – it is vital support for the PTO.

8. Franklin playground (Britta + Dan Scanlon)

There was a general discussion of playground improvements for Franklin. It was noted there will be a general playground clean-up event, coordinated by Dan Scanlon, on Saturday, October 13th from 1-4pm (rain date: October 21st). This will be basic clean-up activities, such as re-distributing mulch, leaf blowing, etc. Dan intends to create a flyer about the clean-up for distribution in the Friday Folders (Randall gets 15 packet of 30 flyers and Franklin gets 23 packets of 22 flyers).

Board consensus was that hopefully this event will spur a small group of volunteers to begin planning for the future of the Franklin playground. Britta will be in touch with the district representative for advice on how to proceed. Dan and other interested parents were advised to convene a meeting with Britta, Dan, Amy Thomas and Alison Alter, a parent catalyst for the recent Randall playground/Olive Jones park renovations.

Open questions remain such as the scope of the project, the design work, and how funds from the district might be allocated. A list of potential landscaping businesses was generated. There was also a brief discussion about new playground equipment, specifically as it related to creating a memorial for a Franklin student that passed away over the summer months. It was suggested that a PTO grant could create this memorial.

9. PTO Meeting leaders (Suzanne Swift)

A sign-up sheet was circulated among PTO Board members to take the lead in organizing future PTO meetings. See schedule below.

10. Website development (Suzanne Swift)

Beth O'Callaghan volunteered to further develop the resource area of the PTO website.

Move to adjourn at 8:23p

Respectfully Submitted,
Beth O'Callaghan, Secretary

Abbreviated schedule of future PTO meeting leaders

November 13 - Eileen Kennedy
December 11 - Suzanne Buchko
January 15 - Soraya Willems-Neal
February 12 - Scott Dunahee
March 12 - Jason Speich
April 9 - Beth O'Callaghan
May 14 - Noelle LoConte