

**Newton North High School
PTSO Board Meeting Minutes
May 18, 2021 (4:00-5:15 pm)**

Present: Patty McCabe; Janna Lacatell; Johanne Campbell; Mark Tackie; Susannah Wardley; Patty Eagan; Jennifer Bentley; Dima Basha; April Stein; Kim Buckton; Heather Pozen; Gayatri Aryan; Karen Cutone; John Oliver; Henry Turner; Ted Vahey; Livia Aber

Absent:

Call to Order (Heather) @ 4:05

Approval of April 6, 2021 Minutes (Janna & Johanne)

- Approved

Annual Meeting Re-cap and Introduction of New Board Members (Patty)

- Slate was approved
- Reviewed committee assignments and those that are still open
- Introductions to new Board members

Nominating Committee Wrap Up (Patty)

- Metco board position: In order to add this role to the Board, By-laws would need to be updated
- Proposed by-law changes (if agreed, vote at next board meeting) to add a Metco Board Position.
- Recommendation is that changes be made to clarify when board transition time is stated, which is deferred for discussion a future board meeting.
- Other openings - a few remaining roles including Directories.

Financials (April & Livia)

- P&L
 - Received some applications for Grants and projects. Still under budget.
 - Staff appreciation is also under budget due to the Covid environment.
 - Faculty event planned for June 2nd hosted by the Principal's Office. Requesting up to \$200 to support.
 - Vote: Motion passed unanimously
- Treasurer's report:
 - Community has been incredibly generous in donating for senior events and prom, and we are now at ~\$21,000 in donations to cover a lot of the events
 - EdEx: \$19,500 – very strong campaign results
 - FORJ money and approval of donation (\$250)
 - Planning to participate in the city-wide event to celebrate Juneteenth with a NNHS specific event. Seeking a donation for the event.
 - Vote: Motion passed unanimously
 - NNHS FORJ has also requested that the PTSO manage the banking like the Treasurers do for other organizations.

- Vote: Motion passed unanimously

Dues and directory discussion (Patty)

- Recommendations on reinforcing that presence in the directory and receipt of the directory is not contingent on donation
- Additional language will be added to encourage community members to donate any amount they feel appropriate, with a suggested \$50 donation.

Principal Update (Henry)

- Having one prom and graduation, which is a great announcement.
- Positive feedback on coordination with PTSO and senior liaisons for events and fund raising.
- Focusing on planning and building the community back up when students return for 2021/22.
- With the late start / end time, there will be an initiative to install lights for the fields. Topic will need to be navigated with city politics, neighborhood, equity, and fundraising.

Communications (Susannah & Gayatri)

- Tiger News – achieve 25-30% open rate. Objective is to keep communications consistent and streamlined.
- Website – seeking to tighten up the process around the website so that communications are updated and coordinated.
- Social – performing an audit on how we might use Facebook, Twitter, etc to recommend how to best use those channels.
- Planning a community survey to assess needs.

Update and next steps Technology (Ted & Kim)

- Successful transition to new platform – good foundation on a newer, more modern tool to now build on.
- Improved poling, paypal integration, streamlined PTSO communications and Google mail moving to position email addresses vs. specific individuals.
- Video hosting on YouTube is now available, meetings may be recorded and published to better propagate content.
- Residual documentation being caught up and committee chairs will be contacted with instruction for the content contributors.
- Analytics are also available. Not easy to use, but may be interesting to review to monitor performance and learn/optimize.
- Streamlined an ecommerce platform too.

Update and next steps Senior Events (Patty)

- Prom and other events Final Thoughts
- Fundraising has been very successful and will cover much of the event

PTSO End of Year Wrap up June 17

- Thank you to everyone, especially Patty and John for their leadership!

- Hold the date for June 17th @6:30 for a PTSO Event at April's house

Meeting end: 5:28PM

Minutes respectfully submitted by: Janna Lacatell & Johanne Campbell