

**Newton North High School PTSO**  
**Board Meeting Minutes**  
**December 3, 2019**

**Present:**

Patty McCabe, Valerie Pontiff, Janna Lacatell, Karen Cutone, Kim Buckton, April Stein, Linda Hanusaik, Millicent Lawton, Ted Vahey, Sally Brickell

**Absent:**

Henry Turner, Livia Aber, Beth Tierney, Johanne Campbell

Meeting commenced at 7:18 PM

**Call to Order (Valerie)**

- (Deferred topic) Website Committee (Ted, Kim, Millicent, Valerie, Patty) will meet at the Newton Innovation center on 12/9, all are welcome to attend. Update will be during the January Board Meeting.

**Approval of the October 2019 minutes (Janna)**

- Meeting minutes approved unanimously

**Treasurer's Report (April)**

- **YTD performance**
  - We have exceeded our goal for the Directory (\$42000).
- **Directors and Officers/GL Insurance**
  - Validated that the PTSO insurance policies are up to date. Current policies expire at the end of 2019 but will renew for 2020.
- **FY 2019 Taxes/Form 990**
  - Federal Tax Return, State Public Charities Form, and a State Form have all been filed. Because we made so much money last year on the Ed Ex form last year, we needed to file Form 990.
- **Interior water fountain repair using surplus Ed Ex funds from outdoor furniture campaign (no vote needed)**
  - Several years ago the PTSO retrofitted the school water fountains with water bottle refill fountains, which are now in need of replacement. We will be replacing some of the broken water bottle refill fountains using surplus budget from Ed Ex funds originally designated for a similar building and facilities purpose.
- **Vote Multicultural Night(s) budget from \$10 to \$250**
  - Unanimously approved
- **NNHS groups using PTSO TaxID#**
  - PTSO is currently performing financial functions for certain small groups at NNHS. The flow of these funds is reported on NNHS PTSO form 990s. These include groups run by faculty (for example: Transitioning Together, Mass 9, the CCE scholarship, and upcoming, the School Store). Principal Turner has been informed that the school store will be onboarded; no time frame for duration concluded, though the understanding is that this is not a permanent condition.
  - The PTSO (Co-Presidents & Co-Treasurers) have evaluated this practice, discussed that NPS should be performing these functions, and acknowledged that small dollar bookkeeping at

the NPS level does not work well for staff. The combination of factors leads this group to agree to continue this practice. Board members were encouraged to discuss with April.

#### **Grants and Projects Result (Patty):**

- Review of proposals postponed due to weather on 12/2.
- Have received approximately \$18K in requests. Some of the proposals may be more appropriate in other budget areas, which is part of the evaluation process. We anticipate that we will be able to accommodate most proposals. Full report during the next meeting in January.

#### **Finalizing Nominating Committee (Valerie/Patty)**

- Jacquie Arbuckle (Northside Co-Chair) – agreed to co-chair
- Monika Jain (Multicultural Night Co-Chair) – agreed to co-chair
- Maria Sullivan (Teacher Appreciation Co-Chair) – Not yet asked to co-chair
- Board volunteer to join? – Committee will meet approximately 4 times between now and the nominating period. Please email Valerie if interested.

#### **Educational Excellence Campaign (Patty)**

- Getting underway next week. Melissa working on the materials to get them finalized. Materials will be mailed, with follow up with email blasts.
- One of the co-chairs will be the author of the email content. Millicent will support and send via MailChimp.
- Henry will also include an introduction to the campaign in his newsletter this week.

#### **Just Think Expo 2020 (Sally)**

- Scheduled for Tuesday, January 7<sup>th</sup> (snow date as January 8<sup>th</sup> from 5-7:30). Planning meeting on 12/4.
- Prevention focused – planning to have a mini-session on vaping and entertainment.
- So far we have 7 exhibitors. Sally has asked Kim and Ted for technical help. Need support on outreach, food donations. Will soon initiate same-day volunteer requests.
- This is one of our 5 by-laws PTSO programs for this calendar year. Need to explore if this is required for next year. Sally will be having this conversation with NNHS.

#### **(Deferred) Just Think Expo 2021 (Principal Turner)**

#### **Communications (Millicent)**

- **Add “School & Community Notes” section to PTSO Planner? (Examples include: Integrating NNHS Announcements; CCE/students holding fundraiser for Cradles to Crayons; GELF operating as part of Newton Schools Foundation)**
  - Background: Historically, the PTSO has accommodated requests such as those noted above, and included them in the PTSO communications. This year, we have made several strategic decisions to limit the flow and volume of communications, especially for Community events.
    1. Instead of including all events in the body of the newsletter, we will continue to include the OurNewton.org logo and link on PTSO emails which can be a good outlet for a broad variety of community events vs. having to cover each event in the PTSO communications.
    2. To address the need to accommodate the requests for fundraisers by the students, we have included a standing item that runs in both Tiger News and PTSO Planner to promote Ongoing Fundraisers by Student Clubs and Local Charities. We are also hosting a list of current Fundraisers on the PTSO website. The intent is to have a

brief explanation and link in the newsletter with a more in depth page on the PTSO page.

- **PTSO & NNHS reciprocal email list share** - At a PTSO previous board meeting we discussed our lack of integration with NNHS, and we agreed to exchange email lists. PTSO has provided the list, but we are waiting for the NNHS list to be provided. Ted/Kim will follow up to obtain the email list from NNHS to ensure we are reaching each Newton North family. When we do receive the list, we will have access to email addresses that have not expressly consented to receive emails from the PTSO and we will need to make sure that we are responsible stewards of this list.
- **Give our mailing list to OurNewton.org?**
  - Background: Founder of OurNewton.org came out of the NNHS community. It is a consolidating service for Newton events. In the past, we have provided the PTSO email list to OurNewton.org to use for their newsletter.
  - Question: Need to determine if we will still provide the PTSO list to the OurNewton.org newsletter, especially now that we will be receiving the NNHS email list and recipients will not have expressly provided consent to receive emails from the PTSO.
  - Board expressed concerns about: the types of precedent this sets for future requests by non-profit organizations, loss of control of the email lists, oversaturation of the recipients driving higher opt-out rates.
    - Recommendation is to share the information with the PTSO council about linking to the site but not share the email list.

#### **New Website Working Team (Ted and Kim)**

- Ted has created a mock up of a new NNHS PTSO website, and a survey of other PTSO websites. Ted will forward to the Board samples that he has found with a request for feedback. Please keep in mind “start / stop / keep”.
- Meeting will be held on 12/9 to review ideas and planning for website updates.

#### **Issues we should be discussing (open)**

- Huge thanks to the Board for the work that has happened this year!!!

Meeting adjourned at 8:00 PM.

Respectfully submitted, Janna Lacatell