

## Avoca 37 PTC Executive Board Meeting Minutes

A meeting of the Executive Board of the Avoca 37 Parent Teacher Council was held on Tuesday, August 19, 2014 at 7:00 PM at Marie Murphy School, Wilmette, IL.

**Call to Order:** President Kathy Stein called the meeting to order at 7:07 PM and the secretary recorded the minutes. A quorum of Executive Board members was present. (Four are required and ten were present.)

**Attendees:** Amy Shinohara, Brian Egan, Colleen Rosenthal, Denise Kamberis Kingwill, Helen Lucaitis, Jenny Wilson, Kathy Stein, Kathy Wolff, Peter Ogden, Youla Shalung

**Absent:** Andrea Bialk, Jenn Stefan, Stephen Starr, Stephanie Rick

**Guests:** Heather Hester

**Approval of Minutes:** The minutes of the July 14, 2014 Executive Board meeting were approved as distributed.

### Reports of Officers:

**President's Report:** President Kathy Stein requested for Heather Hester to provide an update on the PTC website [www.avocaptc.org](http://www.avocaptc.org). Heather coordinated with designer Wei Cheng of [cloudweidesign.com](http://cloudweidesign.com). The opening page is set to promote current PTC events. Heather will act as webmaster and keep content updated. Extracurricular activities and archived files will be linked back to the district site, updated through the school. Kathy S. will look into the necessity of obtaining photo release forms for students. Board members should review the site during a weeklong soft launch to prepare for 8/26/2104 live launch date. Kathy thanked Heather for the report and Heather departed.

The Ice Cream Social will be held September 10, 5:30-7:30. The PTC hired a Windy City Ice Cream truck and plan to use a hand stamp system for distribution. Kathy S. is still looking for volunteers. Denise K. will create permanent name tags for PTC executive board members.

**Treasurer's Report:** Treasurer Brian Egan presented the treasurer's report and filed a copy for audit.

PTC Account	as of July 31, 2014
July Receipt totals:	\$ 3.65
July Disbursement totals:	\$ 0
Checking Account Balance:	\$37,809.84
Money Market Account Balance:	\$45,217.05
Total Asset Balance:	\$83,026.89

**Secretary's Report** Secretary Denise Kamberis Kingwill read one thank you note for gifts from last June.

**Vice President Marie Murphy Report** Youla Shalung highlighted a need for room parents for 4 classes: Bialk, Cunningham, Minsley and New Trier Math Students. Upcoming events include the room parent meeting scheduled for Thursday, August 28 at 7:00PM and the 6th grade parent coffee on Tuesday, August 26 at 8:00AM.

**Vice President Avoca West Report** Jenny Wilson has secured at least one room parent in each class. Current forms for AW room parents are available on the district website. The room parent meeting scheduled for Monday, August 25 at 7:00PM.

**Director of Communication Report** Helen Lucaitis stated the deadline for blast submissions will be Wednesdays at noon. The blast will be sent out on Thursdays. Submissions should be no more than 5-6 lines and longer items need to be submitted as a pdf. Helen is working on formatting the blast categorically. PTC items will have a limited run but we cannot dictate the run time for district items. All items for the blast must go through Helen.

The Board discussed other methods to circulate information including Remind 101 or other text app, Facebook, and Twitter. Helen is available to consult with chairpersons and officers on press releases for events.

**Director of Community Relations Report** Amy Shinohara is focusing on parent outreach. Principal Jessica Hutchinson suggested hosting a principal-parent book club at AW. The 6<sup>th</sup> grade Parent coffee on August 25 will be more of an open forum Q&A w/8th grade student council members speaking to parents. The Board expressed concern that there be equal amount of programming for all middle school grades rather than focus greater efforts on one grade. Amy offered to speak with Principal Matt Palcer about ways to reach parents and programs at MM. Amy will find ways to tie parent programs with enrichment programs and will network with VP's at each school. A meeting on how to use the website was suggested as a program.

**Director of Fundraising Report** Colleen Rosenthal will contact chairs to see if they would like to set up a table to publicize their event during the Ice Cream Social. Colleen suggested distributing flyers for upcoming events & fundraisers with a note to check for updates on website.

Colleen brainstormed several ideas *including an international talent show*. Goal is to represent our community's cultural diversity through food & table displays. Students & parents could perform for the talent show. *The International Dinner & Talent show is meant as a community builder, with hopes of being a fundraiser in subsequent years. It is thought for students to display their talents with others to join in if sign up is low.* Timing was discussed and Colleen will check for dates. *The dates given in order of preference were October 18, December 6 and November 22 so not to conflict with other events.*

Other fundraising ideas include locating a professional to offer a concert and better publicizing for programs at Heinen's Grocery and Target. Jenny Wilson will research Escript gift cards fundraiser.

Bernie's Books would like to work with us again. Colleen will speak to the book fair chairpersons. The Board expressed concern over the need to align fundraisers for outside organizations with the school, the PTC and the 8th grade committee fundraising campaigns.

**Director of Volunteers Report** Kathy Wolff mentioned a need to fill chairs for 9 events. She will share an electronic document of positions filled with the executive committee to help recruit additional chairs. A suggestion was made to put up a sign at the Ice Cream Social to solicit more volunteers. Kathy was excused from the meeting.

**Teacher Liaison Report** Peter Ogden reported on the summer curriculum work completed by teachers. This summer curriculum at Marie Murphy included a writing class offered in addition to science class and both were well received with a full enrollment. Marie Murphy staff changes include: music teacher, Melissa Morrison, 8<sup>th</sup> grade social studies teacher, Robert Malstrom., part time 6th grade math, Jennifer Rachmiel, and Creative Writing teacher Daira Tramontin. District Technology Coordinator, Gail Brown is on leave. David Hoffheimer is moving to AW as the Encore Tech teacher.

## Reports of Special Committees

**Bylaws Committee** Amy Shinohara distributed proposed amendments of the Constitution and Bylaws to the Executive Committee at least five days prior to this meeting in writing. **Brian Egan motioned to approve to present the amendments to the Avoca PTC Constitution and Bylaws as written by the bylaws committee to the general membership of the PTC.** Discussion ensued. **The motion was seconded & upon a voice vote, with all members voting aye, the motion was carried.** Kathy S. will inform the Bylaws Committee of the approval and notice of the proposed amendment will be given at least thirty days prior to the next meeting of the general membership for voting to occur.

**2013-14 School Gift Committee** Kathy Stein stated the playground equipment will be installed at Avoca West in time for the Ice Cream Social. Ideas to publicize the gift include a possible ribbon cutting ceremony and press releases in community newspapers. The final cost is approximately \$16,000.

Discussed the possibility of giving a smaller gift to each school instead of a single large gift every other year. Kathy will talk to the principals and present at a later date.

**2014-15 PTC Budget** Brian Egan circulated copies of the budget. The complete financial statement is now in QuickBooks and is formatted to predict revenue. The Board discussed fundraisers that do not bring in enough income to justify the time commitment and changing the name of items to reflect that. Brian explained when an income item is removed, an expense item must change. Brian will make agreed upon changes prior to presenting the budget at the September meeting of the General Members.

## Unfinished Business

### PTC Events & Calendar

Dates for programs

#### August

Tue. 8/26      MM 6th Gr Parent Coffee (8-9 am)  
                    New Family Meet & Greet (4-6pm)  
Wed. 8/27      First Day of School (1st-8th)  
Thu. 8/28      Kind. Parent Coffee (9:30-10:30 am)  
Fri. 8/29      Kind. Parent Coffee (9:30-10:30 am)

#### September

Wed. 9/3      AW Parent Orientation (6:30-9 pm)  
Thu. 9/4      MM Parent Orientation (6:30-9 pm)  
Wed. 9/10     PTC Ice Cream Social (5:30-7:30 pm)  
Wed. 9/17     PTC Meeting @ AW (7pm)  
Wed. 9/24     AW Picture Day

**Open House Presentations**    Kathy Stein is creating a PowerPoint slide to be shown during room parent presentations in each Avoca West classroom. Highlights include previous PTC gifts, vote on school gift, directory, bringing in community programs for parents,

### Adjournment

Jenny Wilson moved to adjourn the meeting, the motion was seconded and upon a voice vote, with all members voting aye, the motion was carried. The Board meeting adjourned at 10:20 PM.

Next PTC General Membership meeting is September 17th, 7PM at Avoca West (ITC)

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Denise Kamberis Kingwill  
Avoca 37 PTC Secretary

Approved on \_\_09/17/2014\_\_\_\_\_

As Distributed: \_\_\_\_\_

As Corrected: \_\_\_\_\_