

Ensign PTA
Monthly Board Meeting

Meeting Minutes for Friday, December 2, 2022
11:30 AM - 1:00 PM

Attendees:

In-person: Melissa Brownell, Betsy Garlish, Erik Jacobson, Chris Jones, Elizabeth Lucas, Lauren McBrier, Peter Moes, Amy Picklesimer
Zoom: Kelly Baron, Therese Huhtala, Melissa Kendrick, Lisa Mangiapani, Amanda Pulliam, Devon Musson Rose

Excused: Ashley Anderson, Emily Neuman, Elizabeth Payne
Conducted by: PTA President (Lauren McBrier)
Notes taken by: PTA Secretary (Therese Huhtala)

Welcome and Introductions (Lauren McBrier)

Dates to Note:

Lauren shared the calendar for December.

- Kelly asked about the 6th-grade performance (choir/strings/band).
- Lauren mentioned she would update the calendar and get the winter concert's date out there.

Officer Reports

1. Treasurer's Report (Elizabeth Lucas)

- Thanked PTA for their support.
- Posted December's report on the Google drive.
- Detailed reconciliation included.
- Oct and Nov coverage included.
- General account (Oct. 1 through Dec. 2):
 - Beginning balance: \$23,682.07
 - Deposits: \$8,875.18 (total)
 - Amazon Smile: \$67.64
 - Mighty Cause: \$45.96
 - Fall Fundraiser: \$6,586.37
 - If anyone has different numbers, please let Elizabeth L know.
 - Donations were all through Stripe except one check and one cash donation.
 - Kroger: \$167.43
 - Fall Bash: \$101.17 (cake vendor money/donation)
 - Reimbursement from Arts account for music teacher (Ms Adams) and art supplies: \$1,906.61
 - Checks/Debits: \$5,557.67 (total spent)
 - Volunteer Appreciation Dinner: \$312.11
 - Administrative: \$68.95 (printer ink)
 - Arts: \$3,946.61 (music teacher and art/kiln supplies)
 - Fall Bash: \$1,230.00 (outstanding checks cashed)
 - Current balance: \$26,999.58
- Arts account (Oct. 1 through Dec. 2):
 - Beginning balance: \$27,195.47
 - Deposits: none

- Checks/Debits: art supplies (\$274.61) and music teacher (\$1,632.00)
- Upcoming: \$250 (garden field trip)
- Outstanding: \$1,464.72 (music teacher for November)
- Current balance: \$23,574.14 (includes outstanding/upcoming)
- Questions: none
- Budget:
 - Elizabeth L. sent budget summaries to the chairs (showing all spending so far).
 - The actual budget is what we voted on/approved at the beginning of the year.
 - The working budget has tallies of where we are at (of approved items).
 - Additional expenditure from last week needs to be reported (marketing).
 - Fall Bash category has been updated.
 - Fundraiser not located here because it's not a budget category.

Reminder that Emily Neuman is leading the nominating committee; email her if you want to participate in the committee or take on a board position.

2. Principal's Report (Erik Jacobson)

- December 16th at 9am: strings/choir/band for 5th and 6th graders.
- Covid clinic is next Friday (December 9th).
- Flu clinic was last week; might be able to get a flu shot at the covid clinic (let him know).
- December 9th at 9am: winter concert for students/teachers at 9am and for parents at noon for Ms Adams's students (grades K-4).
- Erik has been trying to hire people for recess coverage and hasn't found anyone yet; requested volunteers from PTA to do it. He can cover sometimes but not all times.
 - Times needed: 9:45-10:15; 11:10-11:30; 11:40-12 (aka 11:10-12).
 - There is an open paid position (\$15/hour) for someone who would also work with teachers as well as doing recess supervision.
 - If you have an associate's degree, it's more per hour (\$17/hour).
 - Someone recommended asking U/college students; Betsy mentioned posting it on the U student jobs website.
 - Hours can be flexible (i.e., 8am-1pm).
 - There's a bus stop at 11th.
- School is running relatively smoothly; teachers are very happy per Amy.
- Mr Smith has been awesome to have here.
- New accountability ticket system has been working out well (mentioned in one of the weekly email).
- There are more clubs and other activities going on.
- Ms Brooks is phenomenal; kids are excited about art.

3. Secretary (Therese Huhtala)

- **November Meeting Minutes Approved:** The November 3, 2022, meeting minutes stand approved as drafted and sent via email on November 16th with the correction of Trevor's last name.

4. Faculty Rep's Report (Amy Picklesimer)

- Ms Bernadine asked about her budget.
- Melissa B said she (as a specials teacher) has to ask for a specific amount for us to approve.
- Elizabeth L. mentioned how we changed the process/approach.
- Lauren explained we can approve via email if time is of the essence.
- Melissa B will help talk her through it (Amy will refer her to Melissa B).

5. President's Report (Lauren McBrier)

- We want to get the word out about open enrollment.
- This issue is related to the email she sent out for the approval request for signs.
- Our goal is to attract more students.
- Flyers are done (to be put up in libraries, coffee shops, etc.); there are some in the office.
- Signs should be done now; we don't know the price yet.
- Banners will be ordered through Michelle; banner will go on the fence on 11th Ave.
- This printer also did our stickers and the Thank You yard signs.
- Erik mentioned Dec 7th is Ensign's open enrollment at 5-6pm and Bryant's is at 6-7pm; looking to set up dates for a C&A open enrollment night in January with a general open enrollment meeting attached to it (Ms Wilson is making something to present for this).
- Gallery stroll will be discussed when we get to Lisa's report; Elizabeth P couldn't make it today.

Chair/VP Reports1. Fundraising VP (Lisa Mangiapani)

- Fall fundraiser wrap-up discussion:
 - We raised around \$6,910.
 - Elizabeth L says she and Lisa need to meet/compare numbers because she has \$6586.37 (includes cash/checks); profit was about \$6400.
 - There are two campaigns; general fundraiser and actual fall fundraiser (gala bid); for the general fund (minus Stripe), we raised \$1775; the total raised for actual fall fundraiser campaign was \$4885 (doesn't include cash/check).
 - Elizabeth L only sees the deposit but not what it's for; they will meet to reconcile the discrepancies.
 - Elizabeth L received one check for \$100 (from Dani/the office) and one cash donation for \$30.
 - Lauren found the difference: \$250 (this was collected on the day of the drop).
 - Elizabeth L suggested Lisa write it all down and send it to her so they can compare notes.
 - Lisa has about \$7040 total; \$7433 was raised last year in comparison.
 - Elizabeth L has a net total of \$6786.37 for fall fundraiser (difference might be what Stripe kept).
 - It will all be written up in a spreadsheet for the next meeting.
- Gallery Stroll planning discussion:
 - Lauren suggested Lisa and Elizabeth P get together to talk about Gallery Stroll and can recruit additional people.
 - Lisa just got a \$98 donation for an auction item (gift card).
 - Lauren suggested getting people on board to solicit items.
 - Lisa mentioned that the online donation forms are kind of cumbersome, so she created a document with canned answers that can be used by volunteers.
 - Lisa started a spreadsheet for tracking tasks.
 - Both files are on the drive.
 - Lauren asked Peter for his ideas and explained what Gallery Stroll is.
 - Peter said he has experience with getting in-kind donations.
 - Peter asked if there is a list of parents so they can be thanked; Lauren mentioned we haven't done that in the past; Lauren mentioned we did that in the summer. The three of them will work on doing that.

Note: Kelly Baron had to leave at 12.

2. Volunteers VP (Betsy Garlish)
 - Betsy will work on getting recess volunteers.
 - Wondering about doing a themed volunteer push; Lauren likes the idea.
 - Peter asked about the dates for open enrollment; Erik said that it used to be through Feb. 15th but the date has been creeping up.
 - EL asked if they are still charging money for each school you apply for; Lauren said she didn't have to pay.
 - Betsy asked how many signs for open enrollment were ordered and Lauren answered ten.
 - Different locations for the signs were discussed (i.e., South Temple and I Street, by the trailheads).

3. Room Parent VP (Devon Musson Rose; she was on but had to leave or lost her connection)
 - Lauren will make sure Devon was able to send out room parent emails (holiday information for teacher and faculty gifts).
 - Melissa B said that Devon emailed out list for the faculty members to the room parents.

4. Supporting Teachers VP (Melissa Brownell)
 - December gift: Chrystal Mancuso-Smith is doing appreciation gifts for December.
 - Amy said everything we do is so nice.
 - January gift (staff lunch):
 - Melissa needs to know the date for the January staff lunch.
 - Amy will email the staff to ask them; last year we did it on a Friday after school, but it doesn't have to be after school or on a Friday.
 - Melissa B needs to know how many.
 - Elizabeth L asked if there were any outstanding ST expenses:
 - Melissa B asked if Jenny got her check (for King's English); Elizabeth L said she will add that expense to her spreadsheet.
 - Melissa mentioned that Chrystal will submit a check reimbursement request for about \$250 for December's gift; Elizabeth L will update the spreadsheet.
 - February gift: Asynchronous Day activities (2/17)
 - Melissa B needs help planning AD activities.
 - Lauren asked if there was a wish list for that day? Erik said no, but he likes having little things throughout the day. Amy heard good things about it from the teachers.
 - It's the Friday before President's Day weekend.
 - Melissa mentioned a breakfast bar.

Note: Devon back on Zoom.

Additional Discussion:

1. Marketing Strategy (Chris Jones)
 - Chris discussed research relating to a charter school's marketing strategy: they don't spend money on analog signs, but do website work, and google and Facebook ads, which resulted in adding 50 students a month.
 - Assessment of Ensign was done by his contact:
 - Ensign's online presence has an accurate phone number and address.
 - Website needs work; Erik said he can control some of that but not all of it.
 - We could add ads for 12 months at \$500 a month, which could add 4 students a month.
 - SEO search of Ensign is good; we come up as one of the top schools.
 - We compete with private schools.
 - There is a powerpoint Lauren can send out.
 - Discussion:

- Much of this is probably outside of what we can do.
- We can do signs, banner, bumper stickers, Utah's best (exemplary school), we are top 5, etc.
- District issues discussed: after-school programs, open enrollment versus zoned districts, lack of staff, a lot of these concerns are only within the district's control, marketing can't help with a lot of the issues, the district needs to increase programs throughout all the schools.
- Need to have better photos on the website. *Unrelated discussion: Chris to give Therese photographer contact info for the yearbook cover.*
- Discussed having a general meetings for parents to figure out how to support our school and sustain our community: how do we stay open and thrive?
- Google gives free adds for 501c3 entities.
- Changing to a PTO could be a possibility (versus a PTA); it would be a lot of work.
 - o Fees and pushback are considerations; Elizabeth L mentioned that our mission is what is best for all students; when you have one PTA that raises significant funds, it causes pushback.
 - o Lauren mentioned that Bonneville just converted to a PTO, and Indian Hills does fundraising via a separate 501c3 and through PTA.
 - o Elizabeth L mentioned that national/regional PTA wants district-level responsibility to be high, equity among schools, etc.
- Lauren suggested a summit with other schools to talk about these things; how other schools fundraise, etc.

**Melissa Brownell motioned to adjourn the meeting; Elizabeth Lucas seconded.
APPROVED by majority vote.**

Meeting adjourned at 1:01 p.m.