



MEETING MINUTES

Date: Tuesday, July 25, 2023

Time: 6:30 PM

AGENDA DETAILS

IN ATTENDANCE

Jacqueline Turner

Anne Witte-Russo

Crystal Geyer

Lara Ordino

Michelle Sugarman

Christine Simeonides

Karin Mesquita

Meeting called to order by Jacqueline Turner at 6:34pm.

1. WELCOME NEW BOARD MEMBERS

Welcome Karin Mesquita (Multilingual Liaison) and Anne Witte-Russo (Secretary) to the Board.

2. MEDIA & COMMUNICATIONS UPDATES

a. Crystal Geyer

- 1) Karin Mesquita has assumed the responsibility of communicating information to the Portuguese speaking families on WhatsApp. She is being supported by Jacqueline Turner.
- 2) Lara Ondina has experience with the Wix platform that hosts the PTO website, she will be maintaining it until a Marketing Coordinator has been elected.

- 3) Jacqueline has the old login credentials for the Wix platform. The Owner of the website is the PTO.
- 4) Crystal has used the Canva platform to design the marketing posts. She invested on the Canva Pro access and recommends that the Board acquires Canva Pro for our use. Lara has experience using Canva Pro and will be assuming responsibility for it until a Marketing Coordinator has been elected. Crystal will forward to Lara all the images, templates, and the Events Calendar. The images used for the Cheddar Up account will also be forwarded to Lara.
- 5) The potential candidate for Marketing Coordinator uses a more technical design platform and may prefer to use that platform instead of Canva.
- 6) Crystal used a hexcode to make sure that the PTO colors were consistent.
- 7) Michelle Sugarman will be reaching out to the school to collaborate with the school to combine Spirit Nights to one calendar.
- 8) Lara will be added to the PTO's social media accounts until the Marketing Coordinator is elected. Anne Witte-Russo has experience with social media and will assist as needed.
- 9) The Board thanks Crystal Geyer for her service to the school and to the PTO. We wish her the best in her future endeavors.

3. MERCHANDISE UPDATES

- 1) Christine has reconciled the balance in Cheddar Up. The PTO has approximately \$23,000 in our account. That does not reflect the monies owed to the company we purchased the Yearbooks from and have a balanced owed for the additional yearbooks we purchased at the end of the 2022/23 school year.
- 2) Jacqueline has started purchasing merchandise for the 2023/24 school year.
- 3) Dr. Szymanski had requested the purchase of flags for the car line last year. This year, the PTO has the available funds to purchase the flags and has been working with a company to create the flags. They will not be completed and installed by the first day of school.
- 4) We have email confirmation that Huey Magoo's, Chophouse Martial Arts, and Victory Martial Arts will be Corporate Sponsors. Michelle is trying to contact a representative from Orlando Health. Christine will generate and forward the Excel Spreadsheet from Cheddar Up as soon as she sees monies coming in.

- 5) Family Sponsorship is being offered this year for \$50 which will include a child's t-shirt and one adult t-shirt. A monthly shoutout on the social media pages and on the screen in the front office to thank new families that sponsor the PTO. A separate membership to the PTO is being removed.

4. EVENTS

- 1) We need approximately twelve more volunteers to lead events during the 2023/24 school year. Reaching out to Crystal to update the social media fliers for volunteers.

5. NEW MEDIA & COMMUNICATIONS CANDIDATE

- 1) A potential candidate for the Media and Communications position has reached out to Lara. The Board has reviewed the qualifications of candidate Tehani Quintana and has voted to meet with her. Lara will be in contact with Tehani and will schedule an interview.

6. KINDERGARTEN ORIENTATION – THURSDAY, JULY 27TH

- 1) Lara, Christine, and Jacqueline will be available to attend Orientation as representatives of the PTO and will set up the merchandise table.

7. 1ST DAY OF SCHOOL SUPPLY CLASSROOM DELIVERIES

- 1) Sold approximately 130 kits for the 1st Day of School supplies. We need Volunteers for Kit Distribution.

8. EVENTS COMING UP:

- a. Chalk the Walk
- b. Meet the Teacher
- c. Room Parent Sign Up
- d. Event Leader Sign Up
 - 1) Jacqueline will be putting together a Sign-Up Genius to acquire parent volunteers for Merchandise Sales. Karin will share with the WhatsApp group.
 - 2) Vanessa is returning to run the Merchandise table.
 - 3) We still have Event Leaders and backup spots open for the 2023/24 year.

- 4) Boo Hoo Breakfast for the Kindergarten Parents – Michelle will be visiting Maple Street Biscuits. Karin will visit Paris Baguette if Maple Street is unable to provide breakfast. We can also visit Walmart or Publix to acquire more items for breakfast if we don't have a leader signed up.

9. GREEN POUNCER/MERCHANDISE UPDATES

- 1) The company that made the Pouncer costume had originally sent us a costume that was pea green, not tan. They were unable to take it back for resale and they offered to let us keep it while Pouncer gets remade in the correct color for free. When the corrected Pouncer gets shipped, all the new merchandise will be shipped out with him and should arrive by the end of September.
- 2) The images Jacqueline sent to Christine for the t-shirts were blurry and will need to be resent. Christine will upload the images to Cheddar Up for orders. The QR codes are being updated.
- 3) Vote taken, three members are in favor of waiting to introduce Pouncer when he arrives and will utilize the green costume later in the year.

10. PTO SPONSORED STAFF LUNCHEON DAY BEFORE SCHOOL

- 1) Michelle will approach Tijuana Flats to provide a luncheon for the Teachers. Their catering menu options are lower price wise in comparison to Chipotle. Chipotle was the original choice of the school for the luncheon, but the price quoted was high and the Board voted to consider an option that would provide a similar meal for a lower price.

The meeting concluded at 8:01 pm.

Minutes recorded by Anne Witte-Russo, Secretary