



Agenda

April 11th - 6:00 PM
Bel Air Media Center

Call to Order

Sharifah Iqbal

Introduction of board, members in attendance

Sharifah Iqbal

- Katie Hoffman, Sandra Westerman, Amanda McManus, Muhammad Rasheed, Jason Hamilton, Jenny Wilde L'Heureux, Gretchen Dullinger, Laruen Dankers, Caroline Ludd, Cassie VanHeel, Kate Wagner, Molly Feiker, Greg Park, Jason Schmidt, Lindsay Stachon, Shannon Johnson, Pam Anderson, Sharifah Iqbal, Dawn Wiegand, Jill Valerius, Becky Allard, Lauren Denu, Andrea Rehder

School Board Update

Sandra Westerman

- School calendars approved for 22-23 and 23-24; addition of holidays
- Furniture - currently working to determine what flexible furniture is working and narrowing down a vendor for additional purchases for schools across the district
- Welcome Center has opened at the District Office (near the Shoreview Library) - one stop shop for enrollment
- Community Ed enrollment opened for the summer. Open House at Turtle Lake - 500 families attended; over 2000 registrations during the first week of course sign ups
- District enrollment is returning to pre-pandemic levels for younger grades/ECFE programs
- Q regarding teacher exodus: No district specific data; general data is showing that teachers across the country are leaving the profession

Principal's Report

Dawn Wiegand

- Spring Testing
 - MCA - 3, 4, & 5 grade math and reading, 5th grade science
 - NWEA testing - 2 and 4 grade; 5th grade math this year only
- Forms for next year - Student Information Form and Students leaving Bel Air
 - Both go to the principal - help with planning; not to request a specific teacher
- Field trips - planned for each grade; more info to come from grade level teachers
- Track and Field - planning for 4th and 5th grade - no dates yet
- Change Agent student group
 - Food Drive - M - Th to Ralph Reeder - information in folders
 - Spirit Days - Fridays through the end of the school year
- No School 4/15
- Admin Professional Day 4/27
- National Teacher Appreciation Week May 2-5

Treasurer's Report

Jason Schmidt

- Teacher allocations are coming in
- Direct donations were received over the past month
- Book Fair had a bounced check and fee charges for the deposit
- Current income projected to be \$25,000; we had budgeted \$35,000 intending to utilize funds from savings
 - With future changes to fundraising, we may need to adjust what the PTA can support

Fundraising Update

Sharifah Iqbal & Pam Anderson

- Small group met during March to develop proposals for fundraising for the upcoming school year
 - Big thank you to: Kate Wagner, Amanda McManus, Cassie VanHeel, Pam Anderson, and Sharifah Iqbal for gathering data and developing recommendations
- Goal was a single fundraiser to replace Apex
 - Also looked into dining partnerships and communication plan development for the PTA
- 2 handouts - one comparing fundraising platforms and one a draft communication plan
- Fundraising Platforms

- Come in two types - 'a-thons' and direct donation
- Explored 3 read-a-thon platforms, Get Moving/Fund Hub, and MemberHub
- Overhead ranged from 7% to 15%; could be reduced by utilizing a tip model, which passes the service fees to the donator
 - Get Moving/Fund Hub has a \$499 annual fee
- Most offer support to help get the webpages and fundraiser set
- Likely need 2-3 volunteers to coordinate the event
- Pinewood had a successful direct donation using Get Moving/Fund Hub (18-19) and also with MemberHub (used this year), netting \$22,000
- Turtle Lake and Valentine Hills are using Get Moving/Fund Hub
- We have a lot of materials from Turtle Lake and Pinewood and contacts for those PTAs
- Food partnerships
 - A variety exist - require set up in advance
 - Could raise a few hundred dollars per event for the school
 - Low pressure/effort - could try quarterly
- Communications Calendar
 - First draft for review - need to determine time scale for the PTA (monthly?)
 - Driven by conversations with other parents that determined that people don't know what the PTA is or what it does
 - Lays out plans for email, social media, and direct contact through folders to parents
- Discussion:
 - Lauren Denu: Like the idea of it being open ended - we can pick what kind of fundraiser we want; if it is set up early, we can get the word out at the ILP meetings in late August/early September
 - Jill Valerius - used MemberHub at my former school. We used the Tip Model, it was easy, we met our goal and we focused on classroom rewards (popsicle party, etc.)
 - Jason Schmidt - PR - we need to advertise and do the groundwork to be successful
 - Jason Hamilton - current budget is \$35,000 - can we afford to switch?
 - Pam Anderson - we may have to adjust what we fund if we don't meet that goal. There are areas we can trim in our budget. We have enough in savings for a cushion for a couple years to get settled into a new fundraising approach.
 - Greg Park - have other schools met their goals, had a drop in profits?
 - Kate Wagner -Pinewood met a goal of \$22,000 with Memberhub and direct donation; the previous year was \$15K with Get Moving/FundHub. Smaller school than Bel Air.
 - Greg Park - seems like a good time to try it, with our current savings balance
 - Pam - We will have a need for a fundraising committee to make this happen
 - Caroline offered to help set up MemberHub this summer
 - Amanda willing to help implement the communications calendar
 - PTA board will bring final decision back to the full PTA at the May meeting

Call for co-president and secretary for 2022-2023

Pam Anderson

- Gretchen Dullinger volunteered for the secretary position; Kate Wagner volunteers for co-president
- Both positions are open for candidates; we will vote at the May meeting

Special Requests

- 5th grade end of year celebration - bowling at Flaherty's - requesting \$500 for bussing, 2 hours of bowling and rental shoes
 - Greg motioned to approve, Jason H seconded; all approved

New Business

Adjourn

Next meeting:

May 16th - 6 PM - Bel Air Elementary School IMC
Childcare provided by YCARE (in Gym area)