

## **Edina ELC PTO 2024-2025**

### **Meeting Minutes**

**Friday, August 9**

**9:30-11:30 (ELC/ECC)**

### **Summer Meeting Agenda - August 2024**

Attendance: Amie Bergersen (President), Kyle Wardin (Treasurer), Kate Wardin (Secretary), Angela Koenig (Fundraising Chair), Lindsay Koerner, Kim

#### **Reflections on last year**

The group did a retrospective of last year and brainstormed opportunities to continue improving the program:

- What went well: coffee cart, pyramid education “guest speaker” in PTO meeting, books & boogies, events, PTO members stepping up in areas outside of their roles, book fairs
- To improve: recruitment of PTO members, communication of budget and spend, more variety in events, clarity of how parents can participate
- Hopes & dreams: grow and diversify the PTO, ECFE family rep, direct giving, larger goals, more opportunities to hear from teachers, parent outreach
- How do you want the PTO to be described? Inclusive, accessible, easy to participate, welcoming, advocates, fun, kind, integral part of ELC community

#### **Proposed 2024-2025 Calendar**

Amie walked through the [proposed calendar](#). Decision to host PTO meetings on 2nd Wednesday of month from 9:15-11:15AM. Decision to invite Dr. Stanley to an existing PTO meeting as well as the Sep 28 party. Angela will look into additional book fair options (weeks of Nov 16 or Nov 5 to correspond with fall party & conferences, respectively).

#### **Fundraising Report**

Angela shared opportunities that worked and didn’t work well last year. Last year, the local fundraiser partnerships (Tea, Evereve, Chipotle, Cafe Zupas) were not as fruitful. Decision to stop doing this year and focus on direct giving and the more successful fundraisers.

Reviewed proposed fundraising goals and event plans

PROPOSED	
Activity	Goal \$\$\$
Fall Book Fair?	\$ 1,000.00
Give to the Max	\$ 5,000.00
Book Fair	\$ 2,000.00
Dance Party	\$ 2,500.00
Gertens	\$ 1,000.00
Mabel's Labels	\$ 50.00
Donations	\$ 1,000.00
	\$ 12,550.00

Discussed ideas to highlight the new offerings we want to provide and how donations will be used (classroom grants, teacher appreciation, etc).

Give to the max week is Nov 21 (1 week after the Fall party). Use the Fall Party to advertise GTM week

Gertens - can open as early as Feb 17, ends March/early April.

## Events

Decision to remove the homecoming parade and related expenses. [Updated the proposed calendar to reflect group discussion](#). New event will be a Welcome Back to School (PTO tabling) coffee stand Aug 28 & 29.

## Budget

Kyle reviewed the proposed budget for 2024/2025. Caveat that a lot of the Spring actuals are missing, so we will revisit this at the next meeting after him and Amie have a chance to meet on Aug 20. Taxes are due in January. Kyle & Amie have a meeting on August 20 to understand tax filing process. All donations go through the Edina Ed fund.

## Misc discussion notes:

- Carolina will take on Marketing/Social media role! Baby due soon, likely will start in mid-late October
- Kate will work on a website for the Edina ELC PTO - goals: transparency, recruitment, context of past decisions/meetings

## Action items:

- ☐ Amie - schedule a guest speaker to an upcoming PTO meeting to host a Kindergarten info session!
- ☐ Kyle - look into the 2 seater bikes and whether these were considered as part of the Gala Fund line item (ear marked for gross motor items)
- ☐ Kyle - update the "literacy" line item to be broader "curriculum nights?"
- ☐ Angela - send Mabel's Labels fundraising link
- ☐ Angela - follow up with Scholastica and also check when the Normandale book fair is