

**Marina Village Middle School
PTC Board Meeting Notes
Wednesday, September 20, 2023 @ 5:00 pm
MVMS Library**

- I. Welcome - President: Debra Carlson
5:02 pm meeting called to order.
- II. Roll Call & Introductions - Secretary: Mary Beth Seedall
In attendance:

Debra Carlson	PTC President
Levi Cambridge	MVMS Principal
Michelle Starkel	Treasurer
Joanne Jaussi	Financial Secretary
Stephanie Hansen	Fundraising & Spirit Wear
Bridget Clarke	Staff Appreciation
Jennifer Slade	Enrichment
Kimberly Valdez	MVMS Librarian
Mary Beth Seedall	PTC Secretary
Leslie Surley Kostrikin	Marketing
Shelley Maddox	Business Sponsorships

- III. Approval of agenda for current meeting - President: Debra Carlson
Motion to approve made by Joanne Jaussi.
Motion seconded by Bridget Clarke.
All in favor. Motion approved.
- IV. Approval of minutes from previous meeting - Secretary: Mary Beth Seedall
Motion to approve made by Joanne Jaussi.
Motion seconded by Bridget Clarke.
All in favor. Motion approved.
- V. MVMS Administrator's Update - Levi Cambridge
- A. Updates
- Science casters were a great PTC investment for all students.
 - Safety Day - drills practiced.
 - Elections happened - new president and officers, lots of candidates this year.
 - Sports have started.
 - Picture Day
 - Welcome back dance- 40 minute line for Handles ice cream.
 - Kathy Sponholz stepping down from Garden position, has completed her vision, will work as yard supervision going forward.
- B. Upcoming
- Parent Teacher Conferences coming up for those invited by teacher.
 - Field Day 10/3
 - Teacher in service day on 10/9 - district wide, no students.

- Fright Fest on 10/20; 5:00 - 8:00 pm - same night as Lakeview event. Only night that ORHS doesn't have football game at home.
- 10/25 band concert
- 10/25 motivational speaker - grit.
- 10/31 min day for Halloween; on campus trick or treat 25 min door to door
- 11/3 min day
- 11/3 staff lunch

C. Other Updates

1. Distinguished School Recognition - Bronze plaque ordered by school (no ptc funds being used.)
2. Communication outreach from school
1200 texts out/ 316 opened
1400 email newsletters out/ 877 opened

VI. SOS Update - Debra Carlson

- A. Year to year: In 2021 we had 6-8% participation, in 2022 we got it up to 20% participation, and this year in 2023 we got it up to 32% participation.
- B. Totals: 239 donations, representing 32% of the student body, and have raised \$32,155.
- C. Teachers were more involved/ competitive this year.
Higher participation this year, but lower total.
Good sign that 7th grade won contests, good experience in 6th grade.
Perhaps another push at the end of the year for grad seats.
- D. Ideas for communication to families who have not donated yet. Targeted outreach.
** Debra will work on directory so we can enhance marketing outreach.

**(Mr. Cambridge open to helping outreach by doing a TikTok dance to drive engagement w/ fundraising.)

VII. PTC Funds Requests - Debra Carlson

- A. CURRENT STAFF REQUESTS
Ms. Larsen, originally submitted request in May 2023 for Continuing Education.
- will come back and share what she learned at conference, so will benefit all students.
Conference fees and sub covered by district/ school.
Asking for funds/ \$600 to cover travel/ lodging.

Motion to approve \$600 expense for conference attendance made by Michelle Starkel.
Motion seconded by Stephanie Hansen.
All in Favor. Motion Approved.

VIII. CHAIR UPDATES

- A. Michelle Starkel - Treasurer
 1. Activity: Disbursements & Deposits
To be sent at later date.
Numbers look different than Deborah's as they do not account for Corporate Matching Dollars until checks are deposited.

2. Venmo reconciliation all by hand.
3. Statements printed based on data from end of August, when reconciled.
4. Today's bank balance: \$43,852.95
Today's PayPal balance \$4,411.53
5. Very few expenses since then.
 - Spirit wear - \$442 profit, (expense \$3,001.79)
 - Paypal fees: \$317
 - Beautification - Kathy Sponholz - reimbursement request for \$635.75. Budget line item is \$700. Purchases made in July, part of this year's budget.
** Mr. Cambridge to review expenses, more info to come.
6. This year's Budget - review/ approve in October pending final SOS numbers.
Draft budget based on last year's expenses.
 - Operating expenses will not change.
 - Accounting fee may change.
 - Other expenses may be up for review (some items remain in budget even if not used prior year, in case specific event fundraising is not significant: 8th grade dance, art club fundraiser)
7. If Library needs to use QR code for payments, have payors notate purpose.

B. Jennifer Slade - Enrichment

1. Review of Homeroom registration implementation:
 - Fees charged at 6% of payments (parents pay this). 3% credit card fee taken from teacher fees.
 - Some hiccups around ways to differentiate with "donation" to district, some teachers hesitant to sign up to teach until they see how this session goes.
 - Fewer sign ups this term - looking into why. Possible fall sports.
 - **Jennifer needs bank account info so scholarship funds can get to PTC acct.
2. Note on-line board approval of use of Homeroom online registration system on Wed, August 23, 2023:

Motion to approve use of new registration system made by Tricia Johnstone
Motion seconded by Michelle Starkel.
All in favor, motion approved.

C. Stephanie Hansen - Fundraising & Spirit Wear

1. Fundraising
 - Viscuso's Dining for Dollars - Wed. Oct 4th 1:30-8pm
 - Crumbl Cookie - Confirmed Oct 25th
2. Spiritwear
 - Hoodies in and updated on website. Sweatpants sizes still coming.

D. Bridget Clarke - Staff Appreciation

1. Upcoming Staff Lunch on 11/3

- E. Website/ Publicity - Tricia Johnstone (Debra Carlson)
1. Role is evolving to include:
 - Melissa Sheldon - Website
 - Leslie Surley Kostrikin - Marketing/ Comm
 - (Wix Auto renewed for the year \$324, reconsider for next year.)
 - **Debra will meet with new team to sort out responsibilities
 2. Updates as of 9/5/23
 - Instagram - 253 followers - the most recent post re: one more week for SOS donations to count for the contest reached 87 people, the initial class contest post hit 122
 - Facebook - 659 followers - the most recent post re: one more week for SOS donations to count for the contest reached 145 people, the initial class contest post hit 380
 3. WIX DATA/ Website
 - 442 site sessions, up 514%
 - 81% new visitors

TOP TRAFFIC SOURCES:

<u>From</u>	<u>Sessions</u>
Direct	214
Google	141
MarinaMustangs.com	57
CatapultConnect	15

IX. President's Business - Debra Carlson

- A. Volunteer Opportunities:
1. Business Sponsorships/ Fundraising - Shelley Maddox.
 - **Michelle will send Shelley info on previous sponsorship activity/ donations.
 - Create a list of businesses and keep a list for future years/ history.
 - Meeting w/ Chamber of Commerce to discuss opportunities
 - Will work on creating a cohesive strategy for full year of sponsorships, would be able to be passed down to new parent volunteer easily.
 - Fyi - OCC and Library also ask businesses for donations.
 - We do not limit requests to EHD businesses.
 - PTC Gmail Account has been created!
- B. Golf tournament Discussion:
- Same moms will be open to running this coming year, will transition after that.
 - More sponsorships, donations at Serrano vs. Cameron Park in 2023.
 - Spring recommended so we don't compete w/ Oak Ridge Golf Tourn.
 - Location/ date tbd by event chairs. Mondays are only option for those 2 courses.
 - Would Apple Hill be a possibility to open up dates for teachers (weekend)?
- C. Administrative Business:
- Joanne Jaussi, Financial Secretary, is to be added to the MVMS PTC Bank Account, and given authority to deposit, sign, and administer use of the debit card for the account.
 - Caroline Beale, prior Vice President, is to be removed from the account. (See PTC Notes from 4/19/23 for current Board roster.)

Motion to make the changes listed above made by Bridget Clarke.
 Motion seconded by Jennifer Slade.
 All in favor. Motion approved.

X. Motion to adjourn meeting at 6:42 pm made by Debra Carlson.
 All in favor, meeting adjourned.

Marina PTC
 2023-24 Revenue / Operating Expenses / Designated Funds

	2022 -23 Actual			YTD Activity	
Revenue					
Amazon Smiles	273.19				
Beautification Donation	3,155.57				
Enrichment	28,466.00				
Escrip-Raley's, Nugget, Box Tops	18.40				
Golf Tournament	19,500.50				
S.O.S. PTC Fundraiser	34,263.24			2,800.00	
Spirit Wear	5,658.52			2,707.00	
Family Night (Restaurants)	1,424.36				
Total Revenue	\$ 92,759.78			\$ 5,507.00	

	2022-23 Actual	2023 -24 Budget	Changes	Revised 2023-24 Budget	YTD Activity	6/30/2024 Remaining
Operating Expenses						
Accounting Fee	525.00	520.00		520.00		520.00
Admin costs (paper, ink, binders, p	131.93	250.00		250.00		250.00
Fundraising (Operations)				-		-
PayPal/Square Fees	432.58	450.00		450.00	54.79	395.21
Fundraising (Operations) - Other				-	36.47	(36.47)
License and Filing Fees	50.00	50.00		50.00		50.00
Mustang Pride				-		-
Insurance	450.00	500.00		500.00		500.00
Publicity (website)	47.70	250.00		250.00		250.00
Spirit Wear				-		-
Spirit Wear Pay Pal/Square	145.63	200.00		200.00	59.87	140.13
Spirit Wear - Other	6,717.72	3,000.00		3,000.00	1,032.92	1,967.08
Staff Appreciation	5,397.92	5,000.00		5,000.00	212.78	4,787.22
Student Planners	2,408.57	2,400.00		2,400.00	2,345.41	54.59
WEB Program	5,185.43	2,500.00		2,500.00		2,500.00
Total Operating Expenses	\$ 21,492.48	\$ 15,120.00	\$ -	\$ 15,120.00	\$ 3,742.24	\$ 11,377.76

	2022-23 Actual	2023-24 Budget	Changes	Revised 2023-24 Budget	YTD Activity	6/30/2024 Remaining
Designated Funds						
8th Grade Promotion / Dance		\$ 1,500.00		\$ 1,500.00		\$ 1,500.00
Art Club Fundraiser		300.00		300.00		300.00
Beautification	1,401.32			-	-	-
Enrichment				-	-	-
Enrichment - PayPal Fees				-	-	-
Enrichment - Tuition Payments	27,717.00			-	-	-
Golf				-	-	-
Partner Comission	115.00			-	-	-
PayPal/Square Fees	340.58			-	-	-
Venue	9,620.63			-	-	-
Supplies/Fees	1,115.43			-	-	-
\$0\$ Funds						
Beautification	700.00	700.00		700.00		700.00
Books for English/History	1,732.70	750.00		750.00	749.00	1.00
Casters for Tables	1,449.68			-	-	-
Field Day Event	3,415.40	2,200.00		2,200.00		2,200.00
Fundraising Events (\$0\$)	220.12			-	-	-
Jerseys for Sports	723.94			-	-	-
Laminator	2,653.73			-	-	-
Library Supplies	3,090.00			-	-	-
Pear Deck - Subscription	449.97	449.97		449.97		449.97
Science Equipment	2,000.00			-	-	-
Shed	584.88			-	-	-
Spanish Supplies	560.34			-	-	-
Teacher Classroom Supplies	6,885.78			-	-	-
	\$ 24,466.54	4,099.97	-	4,099.97	749.00	3,350.97
Total Designated Fund Budget	64,776.50	\$ 5,899.97	\$ -	\$ 5,899.97	\$ 749.00	\$ 5,150.97

Total Revenue	\$ 92,759.78	Total Revenue	\$ 5,507.00
Total Expenses	\$ 86,268.98	Total Expenses	\$ 4,491.24
Net Income	\$ 6,490.80	Net Income	\$ 1,015.76

UPCOMING EVENTS

CALENDAR:

Wed. Oct 4th 1:30-8pm - Viscuso's Pizza - Dining for Dollars

October 6th - Field Day Confirmed

Oct 9 - Teacher in service, no students

October 18th @ 12:00 PM - PTC Meeting

October 20, 5-8 pm - Fright Fest

October 25 - Motivational speaker during school day

October 25 - Band Concert

October 25th - Crumbl Cookie Fundraising day confirmed

October 31 - Min Day, Halloween

November 3rd - Staff Luncheon/ Min Day

November 15th @ 5:00 PM - PTC Meeting

December 20th @ 12:00 PM - PTC Meeting

January 17th @ 5:00 PM - PTC Meeting

February 21st @ 12:00 PM - PTC Meeting

February 23rd - Staff Luncheon

March 20th @ 5:00 PM - PTC Meeting

April 5th - Field Day (Assembly Schedule for Longer Lunch Breaks?)

April 17th @ 12:00 PM - PTC Meeting

April 19th - Spring Dance

April 25th - OCC Spring Fling

May 6-10th - Teacher Appreciation Week

May 15th @ 5:00 PM - PTC Meeting

May 17 - 8th grade dance

TBA in Spring - Golf Tournament

Fri, May 26 - Last Day of School