



**Longfellow PTO Meeting
Meeting Minutes
7:00 pm, September 3, 2024
Virtual**

Attendees:

1. Tree O'Connor-Co-President
2. Melissa O'Dell-Recording Secretary
3. Dana Bynum-McMurry-Co-Treasurer
4. Danielle Zuhlke-Co-VP, Community
5. Blair McGath-VP, Fundraising
6. Cristina Ocoun-Co-VP, Diversity
7. Gayle Rudman-Co-Treasurer
8. Amy Jefferson-Principal, Longfellow
9. Pamela Simone-Co VP, Community
10. Lisa Shea-Co-Teacher Liasion
11. Kate Ernstrom-Volunteer Coordinator
12. Torri Morris-Ass't Principal, Longfellow
13. Leanne Scaro-Co-Teacher Liasion
14. Claire Battle-VP, Enrichment
15. Yulonda Nichols-Admin, Longfellow
16. Aaron Vanderbilt-Co-VP, Diversity
17. Sarah Enlow-VP, Communications
18. Annette Alvarado-Webmaster

I. Call to Order 7:04 pm CST

II. Intros and Welcome

III. Principal/Staff check-in (Amy & Torri)

- A. The Building Leadership Team meeting will be on Thursday
- B. Curriculum Night is Thursday\
- C. Friday is Coffee with the Principal
- D. Friday Night is the Back to School Picnic
- E. Testing is going on

IV. Budget Discussion

- A. Reviewed draft budget
 1. Expenses are about 100K and we need to find an additional 20K to make sure we get out of the red

2. Gayle indicated that we should focus on our primary fundraisers and be transparent about what the gap is and ask families to assist as they can.
 - a) Maybe revive the "Link in the Chain" fundraiser
 3. Discussion around creating an infographic of where the \$ goes and present it at the Community meeting and use it as a springboard for the Fun Run.
 4. Suggestion around having a survey to get feedback on why people are giving (or not).
 5. Demonstrate how the budget enhances equity so that family members can see how the dollars are spent and support the positive culture at Longfellow.
 6. Use the WHAL to show how the budget and the events create a positive culture. Through repetition, we can educate people and shift mindsets.
 7. Make new flyers and infographics for the WHAL. Ask Claire B's husband, Chad to assist with the marketing material as he is a graphic designer.
- B. Discussed buying a sound system vs DJs
1. Board felt that having a DJ at events created hype

V. Budget Vote

- A. The Board voted and approved sharing the budget at the Community Meeting on Sept 18th.

VI. Back to School Picnic

- A. We need to finalize purchasing the Shabby Fly stock to sell at the event. Jenny Stephen will be there to sell the clothing.
- B. Tree will try to negotiate the price down to \$2K

VII. Community Meeting-September 18th

- A. Tree will work on the agenda, highlighting what Dr. Shah and D97 representatives will be speaking about.
- B. Present and vote on annual budget
- C. Forecast future meeting topics to try and increase engagement

VIII. Wolves Community Fundraiser

- A. Feb 1st

IX. Enrichment Updates

- A. ALL enrollment has been strong
 1. Hit the minimum and/or filled up pretty much everything else
 2. Identified a new volunteer to help out
- B. Need more sign-ups for Legacy Sports
- C. Mr. Pod will bring a Storyteller for the 1st and 2nd grades (Awaiting the invoice)
- D. Slowfire and 51st St Studio
 1. Probably not partnering with Longfellow in the Fall. Revisit in the future

X. Fun Run

- A. Need a Theme
 1. Color Run
 2. Slime

3. Bubbles

B. Need a Chair (Possibly Hilary)

C. Communications for Fun Run to start at the Community Mtg on Sept 18th

XI. Volunteer Engagement

A. Classroom Liaisons are up and running, but there are still a few classrooms who need support

B. Invite families to join the picnic

C. Recruit Fun Run volunteers and also need them to promote

D. Need help breaking down the Picnic and ushering people out.

1. Kate will check the volunteer lists and Tree will be there to help

XII. Meeting Adjourned at 8:36 pm CST