

Hillview Middle School  
Executive Board Meeting  
November 21, 2017

### **In Attendance**

Chris Sewell, Christie Tonsfeldt, John Donald, Matt Erickson, Johanna Woll, Jamey Hawkins, Willy Haug, Scott Marshall, Laura Paul, Nancy Witeck, David Babington

**9:07**

#### **Call to Order**

Chris calls the meeting to order

**9:09**

#### **Approval of Minutes**

**John Donald** moved to approve the minutes of the October 4, 2017 meeting. Matt Erickson seconds. The minutes are approved by vote.

**9:10**

#### **Treasurer's Report**

##### **Christie Tonsfeldt**

Christie provided the 10/31/17 Treasurer's Report. She noted that the figures are three weeks old and that items marked with asterisks have updated figures in notes. Membership numbers are about 3200 below projection. Corporate matching is about \$5700 below but it trickles in throughout the year. Sports registration income is low now, but they will be coming in as registrations happen. Expenses: Chris asked if it is tracking consistently with years past. Christie said it is consistent. Payments to teachers go through district. Willy's number may be a little higher than last year. Luau is under budget by \$2300. Chris will see if there is more coming in. Administration expenses and passthroughs: Sports stipends checks not yet reflected. Cash balances at bottom of page.

Our technology is a bit complicated, and Christie needs to set up a new computer when there is a lull in activity. The laptop we use is old and should be replaced. We are having some issues with syncing that we need to resolve. Quickbooks is different on a Mac and not advised for our use, and the online version is also not good for our purpose according to Christie. Matt concurred that the Intuit/Quickbooks online is not a good service based on his experience.

**9:26**

#### **Board Committee Updates**

##### **Nancy Witeck – Volunteers**

Last couple of months have gone well. We have about 150-160 people. Had more than enough for the dance. Turkey Trot was harder, they wanted about 80 people. Also this is a hard time of

year as people are busy. If we are not getting enough people, then Nancy will go to the academy parents, but generally there is not a lack of volunteers.

### **Johanna Woll – Newsletter**

There was a question as to whether we can track clicks. The clickthrough rate to Facebook is nominal. We can set links up in constant contact to track or not track. Open rate trend of email newsletter is very steady; it ranges 50-62% unique opens, which is good from a marketing point of view. There are about 1700 subscribers. The newsletter looks a little staid, and could use an update, but Constant Contact does not have great tools for that. We might use stock images, or images of students but would have to get permission for that. A drawback of Constant Contact is that only one person can work on the newsletter content at a time. Other email campaign tools such as MailChip offers collaboration. We pay about \$50 a month (including a 30% discount for paying in advance). Johanna is looking into our other options. General discussion about verbosity of newsletter; Johanna will look at bylaws concerning what it may say about the newsletter to see what kind of changes we can make, in particular to make it easier to find information, and will offer a further report at the December meeting.

### **Jamey Hawkins - After School Activities**

Programs are underway and are well attended. Chris asked about percentage of students. Jamey estimated about 15%, or 100-150 students. There are 7 programs a semester, with up to about 10 in a class. Jamey will bring numbers to the next meeting.

### **Matt Erickson - After School Sports**

We should be expecting about a \$50,000 check for basketball. In basketball we have 264 students. Christie noted that last year, the After School Sports and Treasurer worked to break down costs and make sure that fees cover the costs; last year basketball brought in \$6000 less than was spent. We have enough funds, but because it is a passthrough we want to make sure we are not overspending.

The refunds are smoothed out - refund requests came in on time. We added refund policy to Sportability page. Going in the newsletter and other promotions.

**9:52**

### **MPAEF Report**

#### **Scott Marshall**

Parent Campaign has ended; 3.12 M, 90% of goal. We are tracking a little short of what we would like to have. We are doing better than last year but trying to hit a higher target. Participation numbers are down a little bit. Corporate donations expecting to come in later. Business partners extended business growth grant funds; \$5000 for every percentage of increase over last year. Cap of \$40,000, extended to end of year. Matt suggested that it would be good to let parents know about deadline for business growth grant fund, and Scott noted that they should make sure that parents know they can still contribute even though campaign has ended. Wine walk coming up on Dec. 2, 1:00-4:30.

**10:00**

**Teacher Report**

**David Babington**

David asked if PTO can help out with Mastery Center Funding. Maria Martinez runs this center after school every day for nine students and provides healthy snacks. Chris suggested that we have the funds. Christie agreed and said there is not a line item in particular, but we can find something appropriate--probably Elective and Program Supplies--Willy agreed. Chris expressed that only concern is finding volunteers if needed.

David expressed that teachers are grateful for the \$300 budget.

**10:09**

**Principal's Report**

**Willy Haug**

Panorama survey will be discussed in December meeting.

There was a speaker series event on 11/8, "Anxiety & Depression in Teenagers." Well attended; people had different perspectives on the speaker, who offered perspectives on causes of internalizing message and unhealthy habits with screens.

**10:15**

**Updates**

Chris Sewell provided updates:

8th grade graduation has parent volunteers now.

We need a Hillview membership representative ready to go for the Joint Council in January. We should look at 6th grade families and 5th grade (incoming 6th grade). It is busy in Spring, goal is no work over Summer, and Fall is busy. Person has to keep records, coordinate--it is a fair amount of work.

Ashley will lead next meeting, and then Ashley and Chris will swap responsibilities.

**10:20**

Meeting Adjourned