

**Lyndale Community School  
PTO Meeting Minutes  
May 13, 2014**

**SUMMER PLAY DATES**

Bridget Gernander scheduled the end-of-summer/back-to-school play-dates that welcome new and returning students to the 2014-2015 school year. The casual events invite families to meet for playground or wading pool play from 5:30 p.m. - 7:30 p.m. on Thursday August 7 and Thursday, August 14. The following Thursday, August 21, will be the Meet-Your-Teachers social event at Lyndale. These events were promoted at the Kindergarten Event and will be posted on the school sign.

**THANK YOU DONORS**

Sun Street Bakery donated the baguettes for tonight's PTO meeting - and they are delicious!

They also donated cookies for the Staff Appreciation lunch last week. Thanks Sun Street!

Five salads for the Staff Appreciation Lunch were donated by D'Amico and Friends, via Lyndale parent Amy Britton. Thanks Amy!

**COMMUNICATION/ADVERTISING**

The PTO Communication Committee is working to increase visibility of the school in response to meeting neighborhood families who have never heard of it and thus would never consider sending their children here. The option that reaches the most people for the lowest price is putting inserts into the South West Journal. The committee would like to do this over the course of 9 months. This prompted discussion about the merits of spending money on advertising versus programming. A parent suggested that spending the money on students will prompt great things to happen resulting in the word spreading naturally. Ms. James pointed out that the PTO must be cognizant that different cultures get their information in different ways. (This prompted a request for more families to participate in the PTO - everyone is welcome! Translation and childcare is provided at no charge.)

There was brief discussion about other ways that the school can advertise including using the Kingfield Newsletter. Christine Daves will follow-up with the Kingfield Neighborhood Association on that. It was also suggested that students give tours to prospective families with an adult tour guide. Students offer an entirely different perspective and would build speaking and presentation skills through the process.

Some parents expressed frustration that advertising expenses were coming from the PTO budget instead of the District budget, but acknowledge that the district has not promoted to Lyndale effectively. There was not a vote but there was agreement that spending advertising dollars must be done with extreme care and not to the detriment of any of potential benefits to students.

## SUMMARY OF THE YEAR

This was a productive year for the Lyndale PTO. Activities included:

- Creation of a Communications Committee
  - Set up E-Bulletins and Constant Contact database
  - Re-designed and improved school marketing brochures (in English and Spanish)
  - Created Lyndale Banners (thanks Sara Weingartner!)
- School Directory published (thanks Bridget Gernander!)
- Received a Wellness Grant (used for hoses for Youth Farm, nice water dispensers for events, and stop paddles for the walking school bus)

The PTO board for the 2013-2014 school year consisted of:

President - Carrie Swanson  
Vice President - Essa Hassan  
Treasurer - Billy Diaz  
Communications Chair - Megan Elliasen  
Social Outreach - Kendra Popov  
Secretary - Christine Daves  
2014/15 Carnival Chair - Katie Diaz

While no one in the group requested firm rules and regulations for the PTO to adhere to, it was mentioned that the following would be helpful:

- Short descriptions of the board positions
- 'Terms' for board positions so outgoing positions could train in new positions
- Guidelines or a mission statement regarding what the PTO spends money on

Bridget Gernander, Adrienne Bisping, Essa Hassan, Christine Daves and Carrie Swanson will connect via email over the summer to have a draft of this created before the start of next school year.

Bridget also suggested that the PTO set aside monies for teachers and staff to use for classroom supplies. Scott Borden suggested that teachers post wish-lists of items they need for the classroom. It was mentioned that a possible goal for the PTO could be to eliminate any need for teachers to spend their own money on classroom supplies.

## SCHOOL MALL <[www.schoolmall.com](http://www.schoolmall.com)>

Adrienne Bisping updated the PTO regarding Lyndale's participation in the School Mall. We received \$250 just for kids filling out the postcards, and an additional \$450 for school teachers. This event attracted a more diverse group of donors and a few who said that they did not want to support School Mall but would support the school. Next year, when the request is made for people to participate in this program we will include something inviting people who are not interested to directly make donations.

Ms. Bisbing is also looking for someone she could train in to take over the box top fundraising. If interested in knowing more, please email Adrienne at [adiemadeit@yahoo.com](mailto:adiemadeit@yahoo.com).

#### **UPDATE FROM MS. JAMES**

- Thanks to Laura Ayala- Palacios for doing the taste tests! The names that Lyndale students applied to two salads have been adopted by the entire district!
- There is restructuring happening at the district. There are no signs that this will have any impact on Lyndale.
- There are vacancies to fill for 2014 - 2015 including teaching positions in the first and third grades, and an ESL specialist.
- Preliminary data from testing shows that Lyndale has increased its math score a bit. Full results should be available in July or August.
- Ms. James thanked Scott Borden for all the work he has done for Lyndale by instituting the Walking bus and greeting students as they arrive each and every morning that he has been a Lyndale parent! Scott's youngest daughter will be attending Ramsey next year making this his last PTO meeting at Lyndale. Thanks for all you've done Scott!
- Ms. James also thanked PTO President Carrie Swanson and other board members for their work this year. Thanks board members!

**See you in August!**

Prepared by Christine Daves, PTO Secretary and mom to Elliot (2nd grade).