



November 2015 Board Minutes

Board members present: Kim Ambrose, Jen Meiring, Dawn Scheck, Andy Mareska, Deb Rempert, Mary Anne Callahan, Becky Paulin, Sue Minnec, Jan Wright, Matt Jeffrey, Marsha Stierwalt

Board members absent: Nicholas Davis, Deb Nielsen

Other parents/guardians/guests: Melissa Dempsey, ECC Rep; Ashley Murtaugh, Parent; Renee Culbertson, Cub Scout Pack 103; Matt Waldschmidt, Cady Kids

Meeting started at: 6:30 p.m. at The Range in Batavia

First Guest – Matt Waldschmidt from Cady Kids

- Cady Kids is a large company that takes a more candid photography approach than their competition. Matt had worked with AGS years ago so he is familiar with the AGS process.
- The company takes student photos on the campus of the school – they set a schedule in which each student takes about 40-60 seconds to photograph. Cady Kids claims their photography generates greater revenue (parents don't have to prepay – they can view proofs to choose from 6-8 candid photos of each child). Parents are given the option to purchase 6-8 of the proofs (they send the proofs home; proofs are available in paper form and online and they will mail them directly to the house instead of kids/teachers distributing).
- How do they do it? Their strategy is to send more photographers to the school and they are able to photograph classes just as fast as the other method, but with a more natural result and multiple poses.
- Josh (the owner) – said they have been in business since 1999; they keep their prices competitive and let their quality drive the sales. They view their main competition as actually the typical mom with an iPhone (not the school photographers). Their renewal rate is almost 100%
- What about weather – they plan to have an A day and a B day to account for rain/inclement weather risk. They photograph the kids at the start of school in August-October (Halloween).
- Costs: \$18-65 dollars for packages; (simple package options available).
- There would be 4 photographers covering the shoot (every 4 students would go to a different camera. Classes are with photographers about 15 minutes (which would be shorter than done in past for us).
- Identification of students - QR codes are used to identify and get the names of the students into the yearbooks.

- First photograph of each student is a head and shoulders shot (for the yearbook), then they do the candid photos. They can also do sibling photos for those with family members in the same school.
- Yearbook –we would have the option of using a ¾ crop photo or the head/shoulders shot (can choose from). They require a 1-year agreement; ID cards (for library cards), sticky pictures for teachers – all those services would be available. Turn-around time would be 3-4 days to get them to the school.
- Activity planners also are available - \$2.52 price for activity planners (which is ½ price and includes shipping)
- Their goal in coming to the Chicago market is to contract with 40 new schools. They have about 8 so far.

Guest - Renee Culbertson Pack 103 Cub Scouts

- Renee came to discuss the Boy Scouts of America membership term and confirm AGS will continue to sponsor their group – need to have it in beginning of December (future will be Jan-Dec).
- Activities update – 4 pack meetings, 4 hikes; 2 community dinners, Loyalty Day Parade; 75th Birthday Party, bike ride, Spring and Fall camping (20 scouts attended summer camp), Cougars Game, Green Fair on the Fox, Cubmobile, Den meetings, 49 hours of community service. They currently have 61 scouts in Pack 103 (Dens with number of members are as follows: 1st Grade – Tigers (11); 2nd Grade - Wolf (16); 3rd grade – Bear (16); 4th Grade – Webelos (12); 5th Grade – Arrow of Light (6).
- Renee will bring paperwork in a couple weeks – will need to change executive officer July 1 as Dr. Wright is retiring and it will need to be the new Principal.

Motion was made to approve the charter (Deb) and seconded (Andy).

Secretary – D. Rempert

- Approval of October minutes - Andy made motion to approve meeting minutes from October; Dawn seconded
- Batavia Interschool Council (BIC) Meeting update: Debbie attended.
 - The Council is still looking for a co-chair for President and Secretary, so any interested volunteers are encouraged.
 - Anne Paonessa, Asst. Principal GMW and HCS (and the district's English Language Learners/Bilingual Director) spoke on the program that's serving students in Batavia School District. The EL students in Batavia District 73% (Spanish).
 - EL identification and levels are given by a test called ACCESS. Goal is to develop English as well as their primary language,

with a goal of transitioning to a full English language class by 3rd grade. Students are taught in program based at H.C. Storm School.

- The School District and Board of Education reported that 6,300 devices are in the hands of every student. Google Classroom is used extensively in the middle and high schools and has improved collaboration between teachers and students.
- On Power School, the consent form related to sharing student information is being updated and parents can opt out to not have their information shared. They are looking to adjust the language on this policy to improve clarity.
- There will be a Parent Technology Night (called a Tech Luau) on Jan. 28 and Feb. 3. Location to be announced.
- Schools shared the following updates:
 - Hoover Wood is considering moving their fun fair event to Funway. They have a Holiday Shoppe event Dec. 7-13.
 - Rotolo Middle School shared their Socktober event (collecting new socks for those in need) has gathered 200 socks. They have also started an after school STEM program.
 - JB Nelson is doing a breakfast with books event in which more than 50 children typically attend (done 1 time/trimester). They are working on a Watch Dog summit event.
 - HC Storm had a Monster Bash Dance event in costume, they have a Green Committee student club after school in which they work on environmental projects (15 kids are involved to date); They offer a teacher consumables store to replenish items – teachers can shop there when it's open (1 day/week).
 - Grace McWayne held their 4th bi-annual walk a thon which is raising funds for an outdoor pavilion. They are planning a night out at Old Towne Tavern as a fundraiser. They also have an event at the school to shop for holidays in which 5th graders act as elves and walk around with younger children to help them select gifts. They also have a Giving Tree.

Treasurer – A. Mareska:

- Loss of the Target For Education will be a big hit for us. It was raising \$4,000 (stops at end of May). This will affect next school year.
- Box Tops for Education check – hasn't come in yet.
- Movie Night bill is coming in. We will need to pay \$400 for the licensing fee
- Spirit wear continues to come in
- Mimio board – invoice is \$6,300 –Andy shared a copy of the invoice and email history –will be attached to hard copy minutes. Timeline for resolution – end of the fiscal year is what we should plan for. Question was raised about the

other Batavia school PTOs paying for the ECC Mimeo Boards; ask the other schools to offset this money. Topic has been tabled for now.

1st VP – J. Meiring –

- Book Club update: Sara Garcia who was leading the book club has stepped down, so we don't have anyone to run the book club. Related issues were low sign ups per grade level and they suspect that the no food before school rule impacted involvement. Jen and Erika Mochal will meet with Mrs. Ashby to discuss how to make the Book Club better (possibly decrease the number of them to 3-4 months instead of every month, possibly combine grades and require fewer parents to run it).

2nd VP – D. Scheck

- EC funds from other schools report – we have a check from JB Nelson. Grace McWayne needed to be invoiced (done); Louise White School asked information on where to send the money. We haven't received anything yet from Hoover Wood. HC Storm will not be committing this year citing the EL program that they run (and how it's district-wide like the ECC). Dawn plans to contact the president of the PTO to see if that will help.

Classroom Support – S. Minnec: nothing to report

Communications – B. Paulin: Yearbook presentation (see earlier in the notes). We have been having issues with communication with the current vendor – the service and picture retakes process has been very difficult. We need to really consider Cady and the 20% rebate they are offering. Will need to decide first of year whether to stay with current vendor or to switch. Current vendor has much to offer the school district (but Cady was presenting to all Batavia Schools so that may change).

Ways & Means – M. Callahan:

- Dine Arounds update– all set for Thursday at Panera. The Rapid Pick Up isn't part of the fundraising.
 - The Range –This event will be on Dec. 1 11:30-9 p.m.; everyone needs to bring in a flier and the owner will give a \$5 donation per family.
- Book Fair – Planning is on track. They have the Scholastic website page set up and shopping online will be Nov. 22-Dec. 3. Nov. 24 will be the set up date at the school and the book fair will be open 11/30-12/3. A Sign Up Genius link went out and shifts indicate when classes are in the sale (for parents wanting to volunteer during their child's class time). They will need 12 tables reserved for the event in the LRC.
- Schwan's campaign has collected \$111 so far (5 people); need more people to sign up. Promotion has been going out every week. Board members suggested to have a laptop available at key events to place orders right there and check out the site. Also have fliers to hand out there (like at Movie Night).
- Trivia Night – event is sold out – need more volunteers to work the event. 200 people expected.

- Target Card – is ending after May. Charlotte Vrba the coordinator of Target and Meijer programs is going to focus on the Meijer program to increase communication and promotion effort.
- Fun Fair – the committee will be meeting again in December. This year the bags will be donated from Hagarty Insurance. Nancy Kerr is hoping teachers will run the 50-50 ticket sales this year and also that the ticket pick up booth will also be done by teachers again. Someone suggested having a scratch card – with donation amount indicated – available for people to purchase on site.
- Another fundraising idea was to possibly create a Read-a-thon (like a 3 week program) where kids read for pledges based on number of pages they read.

Principal – J. Wright:

- Courtyard – Deck is completed except benches (working on that this weekend); she will have Peter stain and seal the deck this weekend.
- LRC fundraising update – Dr. Wright shared that Melissa Dempsey had the brilliant idea to mention to her husband about the fundraising need for the LRC completion. Her husband has a friend who is involved with The Dunham Fund in Aurora (where they have a grant program that supports schools and non-profit to further the advancement of their causes).
 - They have completed the application process to The Dunham Fund and have requested the amount of \$48,000 – which includes the second phase plus labor costs.
 - Melissa and Dr. Wright will keep the board updated on how this is progressing.

Teachers – M. Stierwalt:

- Thanks for updating the bulletin board with fresh information about the PTO activities.

Round Table –

- Sue Minnec– Adult Night Out fundraiser idea – Zanies Comedy Club at Pheasant Run in St. Charles. The price of tickets would be donated back to the school (then there is a 2 drink minimum and all food purchases would go to Zanies).
- Melissa Dempsey– ECC update
 - Working on creating a Watch Dogs program for the ECC. Matt is looking into this with them and it may start after the first of the year. There are some Dads who are AGS and ECC Dads so they are looking at how the program might work out.
- Box Tops – should be expecting an \$800 check coming soon.

- New AGS APP – have been tweaking it Mary Anne is doing some graphics work on it; target date for launch – November 30 launch date (Monday);

Meeting was adjourned at 8:14 p.m.

