



## MINUTES for Executive Board Meeting January 9, 2016

- Welcome to All
- Fundraisers
- Publicity & Advertising
- Treasurer's Report
- Direct Appeal
- Committee Updates
- New Business
- Adjourn

### Calendar & School Events –

- You Make a Difference Breakfast - Friday, January 13, 7:15am
- Martin Luther King Day - Monday, January 16 (no classes)
- SAT - Saturday, January 21
- Regents Week - no classes for HS students not taking Regents, January 24-27
- Chancellor's Conference Day for HS (No classes for high school students)
- Coffee with the Principal - Friday, February 3, 7:45am
- Parent Association Meeting - Monday, February 6 (Exec Board, 6:15pm, General Meeting, 7:00pm)

### Executive Board Discussion—

- **Newsletter development and distribution discussion – working towards our first ever PA newsletter! Discussed newsletter title and first ever ad contract.**
- **Mini-grant update – most have been distributed, just waiting for a few more submissions of receipts to reimburse.**
- **Amazon Smiles – discussed adding for a supplemental fundraising source.**
- **Direct Appeal “Goal Thermometer” - Dry-erase version recommended for purchase. Allows parents to view our donation goal and where we are now at events and school.**
- **Auction on March 18, 2017 – first time PA sponsored event to bring parents together and raise funds for our school! Auction Committee planning meeting on January 18th.**
- **PA Yankees fundraiser for Sunday, April 30, 2017 game at Yankee Stadium. Discussion about discount ticket pricing and event promotion. First time offered PA event!**
- **PA Sixth grade committee sponsored get-together Tuesday, January 31st, 2017 for sixth grade parents to mingle in a relaxed environment! First time event!**