

The meeting was held at Shapleigh School on Wednesday November 9, 2011 at 7:30pm

In attendance were 20 people not all names were written down.

Susan Johnson called the meeting to start at 7:30pm

#### Minutes:

Report out on October Fundraising Events – doing well on fundraising but there is still much to be done. We need to raise \$10,000 to cover what we committed to this year.

- Barnes & Noble event raised \$ 760 total
- Genevieve's – raised \$7,177 in orders
- Sponsorships- big push for memberships \$2100 of which is ours to keep the rest goes to the National PTA to cover insurance for our events. The National PTA only gets money and the number of members we have, no names are given. In spring another membership drive to reach out beyond parents to community.

#### Upcoming fundraising events

- Children's Artwork- Brenda B. and Mrs. McMurray Mitchell will have kids develop quality pieces and send it out for purchasing options. Holding this off at Shapleigh because only 4th graders have expressed interest.
- Rally for Recess - Christina T. We are currently in 4th place. There are 90 days left, it runs through January. Winning school receives \$20,000 – we are looking for stamps. Donate stamps
- Wear your School Spirit!- Sandy H. will ask Wanda Avery for small group of 7th and 8th graders to come up with a possible design
- November 30th shopping at G. Wiliker's- voted on 10% discount for shopper, 10% for PTA
- Need a winter fund raiser – looking into the Dover Rink, bowling in Portsmouth, oranges and grapefruit sales. Julie M. working on Dad's Dynamite Pies, PTA gets \$5 for every pie sold. Have to figure out details on storage of pies in Shapleigh freezer, logistics of delivery and pick up of orders. May be a potential springtime fundraiser around Easter. Also possibly a wine bottle/Art raffle auction.

#### Committees and Chairpersons needed

- Business Committee- Carol Lombardi, Carol C.
- Communications- Sarah Lane – this position maintains website, sends emails, facebook, communication with Principals. Branding may fall under this so Noelle G, Annie N and Bethany will sit in as well
- Development Committee (organize & coordinate fundraising) – Amanda Johnson, Bethany
- Outreach Committee (non-fund raising activities)- need a chairperson. Bethany will write up the job for Sandy H. to send out. Annie N.

#### Other Business

Food Drive in November and December – Kelly C. We still need volunteers to help sort food and transport food.

- Need volunteers on Friday November 18 to collect and transport food to First Parish Church

- Need volunteers on Saturday November 19 to sort food collected – Kids needed!
- Need volunteers on Monday November 21 to organize baskets to be distributed to families

PTA Branding Effort- Amanda Johnson and Noelle Grattan. Find a “brand” logo for the PTA. Consistently branded at all programs to generate energy “put a face” on the PTA. Plan for a Late January launch of new brand – adult only night. Postcards sent out highlighting different aspects of how the PTA helps the kids/schools. Buoy donated space. Invitation to parents to celebrate with other parents and bring more awareness of what PTA does for our kids. Bring friends with you.

Dancing with the Kittery Stars – need someone to take over this fundraiser. Perhaps changing to a different format ie American Idol. Ask student council for ideas. Maybe ask one of the dance studios associated with the event to help coordinating. Bethany will talk to Deb C. about finding a replacement, and ask a studio. David Foster and Sandy H. will meet to form a list.

#### Next Meeting

The next meeting will be held at Shapleigh School on Monday December 12th.