

**JOHNNY APPLESEED SCHOOL PTO
EXECUTIVE BOARD MEETING
1/5/10 7:00 P.M.**

Meeting began at 7:05 p.m.

Sharon Skinner welcomed guests.

- A. Italian Night
 - a. Will be held on Thursday, 1/21 from 4:30-7:30. In need of many volunteers. Notices will go home this week

- B. Yankee Candle
 - a. Fundraiser will be held 2/1-2/10

- C. Usbourne Books
 - a. New fundraiser being held this year
 - b. Reading incentive program-kids and the school receive books for reading
 - c. Will run 2/22-3/5; more info to come

- D. Mother Son Basketball
 - a. Will be held on 3/5 for grades 3-5 in the gym at JA
 - b. Sharon Skinner might coach mothers' team

- E. Mother Son Bingo
 - a. Will be held March 19th for grades K-2 in the cafeteria

- F. Auction Update
 - a. Patti updated everyone on plans that are moving along for first auction being held at the Leominster Lodge of Elks on Saturday, March 27th.
 - b. Class gifts should be ready by end of next week. Was some discussion about whether to have them either on display or sell raffle tickets at Italian Night. Ultimately, decided to hang beautiful quilt made by Mary Cafarella on the stage and have just a couple other gifts on display as a "sneak peek".
 - c. Ticket Pricing for raffle tickets...originally thought 1/\$5; 3/\$10; 5/\$15, etc. Decided to keep the prices the same, but give more tickets for the same money. 3/\$5; 7/\$10; 11/\$15, etc.

- d. Catalog will go to printer by end of January. Any donations coming in after that will be listed as an addendum to the catalog on the website. Possibly might do an insert for the catalog as well.
- e. Ticket pricing for auction tickets will remain at \$25pp/\$40 per couple as previously discussed. There was a brief discussion about complimentary tickets being given to Event Sponsors(Kreative Dezn, Leominster Credit Union, Leominster and Lunenburg WalMart, Bob Salvatelli, Paul Tressaloni, Dave Rodgers.
 - i. Patti mentioned that we were going to sell tickets only online, but there was concern that some people are uncomfortable using their credit card online. Decided that we would take orders through school, but would be due at least two weeks before Auction to avoid adding to the schedule the last week before the auction.
- f. Credit Card Processing
 - i. Patti received the auction software today and will begin working on getting it set up.
 - ii. Options for processing credit cards the night of the auction were discussed at length. There is a credit card processing program, Auction Pay, available that will interface with the auction software we purchased. The cost of the program itself is only \$75. However, there is a one-time initial setup fee of \$395, and then the fee for the credit card processing is a flat rate of \$695 for total charges under \$25,000(which is where we would expect to be). Anita felt that the setup fee would be standard wherever we went. There was discussion about possibly using PayPal or talking to a local bank about credit card processing. If we were to do this, then the checkout information would have to be keyed into the auction software separately. After lengthy discussion, everyone in attendance voted to purchase AuctionPay and use that.
 - iii. Patti mentioned that the Conant School in Acton passes along the credit card fee at their auction with the following wording printed in their catalog: *“Note: A 3.3% credit card processing fee will be added to your checkout balance if you choose to pay with a credit card. Please be aware that the PTO makes no money on credit card processing fees. This is an expense that comes directly out of the Auction’s profits. We hope you will understand and support our policy as we work together to raise funds to enrich our children’s education.”* There was a lengthy discussion about whether we should pass along our fees. Ultimately, it was decided that we would incorporate the same wording, using 3.4% as our

fee(our percentage will depend on the total of our sales, as it's a flat rate fee...we used a ballpark figure of \$20,000 to calculate the 3.4%).

G. Principal's Moment

- a. Meg filled everyone in on the reception being held tomorrow for retired teachers. Meg and Bevin Tapply did a beautiful DVD to share with the teachers tomorrow highlighting pictures from Johnny Appleseed's 50 years.

H. Shaw's Community Rewards

- a. Donna Kinney has finished setting up JA with the Shaw's Community Rewards program. Notices will go home this week informing parents how they can sign up.

I. Father Daughter Dance DJ

- a. Patti spoke to Ray Richard this afternoon and he has asked to change the date of the Father Daughter Dance due to a family wedding. We had originally planned on 4/9, but changed it to 4/16 due to Ray being out of town on 4/9. Now he is looking to do it on 4/23 or 4/30. We are unable to hold it on 4/23 due to school vacation, and people were reluctant to do it on 4/30 due to First Communions being held on 5/1.
- b. Decided on May 7th, but if Ray can't do that then we will look for another DJ for 4/16.
- c. Patti will check with Ray and update the board via email.