



Walton High School Foundation

Board Meeting Minutes

October 14, 2014 4:00 PM

Media Center Conference Room

Called to Order at 4:09 pm by Patti Morgan.

Those in attendance: Patti Morgan, Sallie Winokur,, Hilary Hill, Judy McNeill, Vonda Shoemaker, Debra Tant, Sandra Hausman, Dana Greenberg, Jennifer Risey, Coleen Panton and Jene' Gladstone. Our quorum was met.

Those not attending: Paulette Farley, Roberta Manheim, Preston Cho, Lisa Astarita, Mary Kay McBride, Jody Buter, and JoAnne Hammermaster.

President's Greeting

Patti Morgan welcomed everyone. We welcomed Coleen and Jennifer to the board. A brief introduction of all members was given. Patti reminded everyone about the Town Hall Meeting on Monday, October 20th at 7 pm in the Walton theater. **If you are not able to attend the meeting, please send all questions to Patti and Vonda by 3 pm on Monday, 10/20. They will compile our submissions and make sure our concerns are addressed by CCSD.**

Secretary's Report

Stationery with the new WHSF logo is now available. We have small note cards/envelopes and letterhead/envelopes. **The supply will be kept in the Foundation closet (C-147).** Because of the expensive computer equipment located in the room, the door must be locked at all times. If you need to get into the room, please ask one of the custodians to let you inside. Please be sure to lock the door behind you!!

Treasurer's Report

The opening balance was \$242,547.65 and the closing balance is \$253,367.41.

- The books are reconciled to date and all of the receipts have been deposited.
- We recently had a request for our State of Georgia Tax Exemption Letter. This is the letter that is given to vendors to request an exemption to the state sales tax when we are purchasing items for resale purposes for our fundraising. Paulette does not have a copy and is hoping one of the board members will have one. **Both Vonda and Dana think they have a copy of the letter. They will look in their binders and give to Paulette as soon as possible. If a copy of the letter cannot be found, Paulette will request another from the State.** . FYI - This document also needs to go through the same name change process that we had to undergo with our by-laws and articles of incorporation.
- At our last meeting, we had a discussion about whether or not we are able to purchase magnets for donors and use the state sales tax exemption. According to the State of Georgia for website, the answer is NO. We can only use the state sales tax exemption when we are purchasing something that we plan for resale (a good example would be the food we purchase on grill days -- we can purchase the food with the state tax exemption because we are reselling it.) In the case of the magnets, we are not selling the magnets as part of the donation because the donation is 100% tax deductible to the individual. It is considered a marketing item and therefore, we have to pay the state tax on the magnets. Here are the two websites you can reference to get more clarity on this issue:
https://etax.dor.ga.gov/TaxLawandPolicy/nonprofit_orgs.aspx
https://etax.dor.ga.gov/salestax/bulletins/4-4-13_b_Nonprofit_Fundraising_Activities_IB.pdf
- Since the Foundation has grown to the size that it is today, we need start using the cash verification forms and the check request forms. The hard copy forms are located in the Foundation treasurer file folder in the front office and the electronic copies are available on the Foundation website and in the letter distributing the minutes. When you have money that needs to be deposited or a check that needs to be written, please fill out the appropriate forms and let Paulette (farleys.usa@gmail.com) know that you have left something in her folder. Filling out the form gives Paulette the information she needs to make the correct entries in the accounting software and it also puts a control in place where more than one person is looking at the deposits and receipts. Thanks so very much for your help. By the way, the treasurer's folder is checked every week or so. If you have a deposit or a check that needs to be written urgently, send Paulette an email or give her a call. She will make arrangements to get your request expedited.

Report from Administration

Judy McNeill presented the report. The PSAT and Senior Breakfast were held on 10/15. The SAT scores are out and Walton is 4th in the State. It is an extraordinary achievement given the number of students we tested (over 640) and the fact that we are a large public school which admits all students in the Walton district (unlike the 2nd place Gwinnett School of Mathematics, Science and Technology whose student population is determined from a lottery of highly successful applicants.) Two Walton students had perfect SAT scores. The Class of 2015 also had 26 National Merit Semi-Finalists. Most high schools of our size have 2-3 recipients. Judy also discussed the new teacher assessments and conveyed concern over the increase in the time required to perform assessments and how the assessments themselves were structured. She encouraged parents to get engaged and provide feedback to the State so revisions to the new assessment model can be made before it becomes effective next year. Our Fine Arts programs have had a busy year and it does not seem possible for us to get any better (although that sentiment is shared by all year after year!) The volleyball tournament starts on 10/16, Homecoming is this Friday (10/17) and the Town Hall meeting is on 10/20. All are encouraged to attend.

Reports of Officers/Committees

- Database – Jennifer Risey

- Much work has been done on the database. Jennifer and Vonda have converted all of the Excel files to a new database called FileMaker. It is compatible with both PCs and Macs. It will be available to all who need it and will be password protected. A demonstration was given of the program and you can research data in a lot of different ways as the program looks at multiple tables to give you the requested information. This will be helpful if we want to target specific groups, such as freshman parents or large donors.
- Vonda and Patti will be meeting with Mr. Rob Townes (of Sinclair, Townes and Company, a fundraising consulting firm) on Friday, 10/17. They want to review our processes and make sure we are using best practices. They will also be reviewing our accounting and database systems to make sure they are talking to each other in the right ways.
- Jennifer wants to work with Paulette to ensure the database and the accounting systems are reconciled and all individual donations are recognized.
- With regard to our new database and electronic newsletter (via Constant Contact), the Foundation wants to ensure we protect our donors and use personal information in a discreet and sensitive manner. **If you have any concerns, please contact Vonda and Patti as soon as possible.**

- **Teacher Carnival – Sallie Winokur**

- An invitation has been designed and will be sent to teachers on 10/22. The tickets to redeem supplies will be attached to the invitation.
- A Sign-Up Genius has been sent out the last two weeks. Sallie requested the announcement be moved to the top of the e-blast (with a larger font.) The final e-blast will be sent on Sunday, 10/19.
- The deadline for sending in supplies will be 10/24. The committee will work to assemble supplies, etc. on 10/27 and 10/28.
- Sallie and Hilary to make caramel apples for staff.
- Sallie to create Sign-Up Genius for students to volunteer the day of the event.
- Sallie and Hilary to request Jeff Milton to put a tarp on the gym floor.
- Sallie and Hilary will work on games, tables and carnival flow/set-up.
- Patti to distribute order forms for grilling. Per last month's meeting, Roberta suggested using the Department Chairs to take lunch orders.
- Jody and Sallie may need to bring in extra tables from home so we have more seating for teachers to eat.
- Per last month, Roberta suggested letting teachers know about the raffle tickets for the car in advance (so they will be sure to keep/turn in their tickets) and to let them know that "more tickets are available for purchase, if interested."
- Tickets are \$10/piece.

- **Website – Jene' Gladstone**

- The website has continued to be updated this past month. The history of the Foundation was posted on 10/14.
- Jene' found a Walton LinkedIn group with several thousand Walton graduates.
- The Class of '94 is meeting for their 20th reunion on Friday night/this weekend. Jene' and Jennifer to work together to prepare a google doc to collect information.
- Jene' will work with Coleen and JoAnne on the Survival Kits. Information on the kits will need to be posted soon. Coleen reviewed data from last year and most of the orders were done on line, so the link to the website is important to be distributed in the PTSA e-blasts and on the front of the Walton website.

- Videos – Hilary Hill

- Sallie, Judy and Hilary met with Clay Henson, the teacher of the Video Production Class, on 10/14.
- Clay and his class recorded the first two videos on 10/14. Two ex-Walton students were taped giving their comments about how Walton helped prepare them for success in college. They also commented on how smaller class sizes were helpful and why they felt that they benefitted from the lower student/teacher ratio. Clay is going to try to edit the recordings in time for them to be used by Dr. Mallanda at Tuesday's (10/21) Rising Ninth Grade Parent Night.
- Sallie, Debra and Sandra put together a marketing calendar. The first video to debut on 11/5 will be about the Teacher Carnival. We then hope to debut the videos of Mrs. Link (Science teacher, 11/12), Survival Kits (11/19), Preston (12/3), a parent who has donated with matching funds (12/10), a student video (12/17), Teacher Grants/Kroger (Jan), and Mr. Fleenor (English teacher, Jan). The final video to be shown before the campaign kick-off will be of Judy.
- A Health & Wellness video has already been shot. Clay and his class will show a bunch of surfaces at the school and list facts about how the health and wellness programs provided by the Foundation have helped reduce both student and teacher absenteeism.
- Videos will be posted on the Foundation website. The videos will be saved on a flash drive and given to Jene'. Once they are posted on the website, the link to the video can be provided on the e-blast or e-newsletter.
- We need to decide if we want to record a video of Page Morgan (a local realtor) discussing the positive impact Walton has on home values, etc.
- From last month, Jody had a great idea to help reach more parents – send out postcards with a QR code for the website so they can watch the videos on their phones. We can also encourage those who have not registered to fill out the Information Card while on the website.
- From last month, Sandra suggested using the Walton Art Department to help design the postcard and any other invitations, notices, etc. the Foundation will need as this group is very talented and will only need us to provide the paper, etc. This is a great resource we should explore in the future.

- Survival Kits – Coleen Panton

- Coleen is working with JoAnne to get the survival kits organized.
- They are trying to decide on the 2014 toy. They are considering rubber bracelets with a W on them. If you have any suggestions, please send to Coleen and JoAnne.
- Coleen and Sallie to work together to create a sample Survival Kit to give to Clay Henson for the video. The kit should be given to Clay by the end of October so he will have it in plenty of time to shoot the video.

- **Fundraising Update – Debra Tant and Sandra Hausman**
 - The new Foundation electronic newsletter (via Constant Contact) was discussed. It was decided we must work with the PTSA on timing of distribution so we do not bombard or overlap communications to parents.
 - Debra and Sandra will be at the Rising Ninth Grade Night and will help answer questions about the Foundation. They will also create a card or sticker (to be placed on handouts given to parents by admin) to direct parents to the Foundation Website. We can use information to start building the database for next year.
 - Their wish list is as follows: list of emails by grade and list of donors for 2014 (by family.)
 - They are working on creating a tag line to be used throughout the campaign. Please send any ideas to Sandra and Debra.

- **Teacher Grants – Dana Greenberg**
 - Foundation spent approximately \$4,300 on grant requests this fall.
 - Dana will take pictures of recent grants to give to Clay Henson (to be used in the videos) and Jene' to post on website. She will avoid taking pictures with students.

New Business

Announcements

Next Meeting – November 11, 2014 at 4 pm

Note – the WGC meeting has been moved from 11/4/14 to 11/11/14 at 3:30 pm. Patti, Vonda and Hilary will have to leave the WGC meeting at 4 pm. Judy will come to the meeting when the WGC meeting has been dismissed.

Adjourned by Patti Morgan at 6:03 pm.

Respectfully submitted by Hilary Hill, Secretary.

