



Walton High School Foundation

Board Meeting Agenda

December 9, 2014 4:00 PM

Sallie Winokur's Home

(4405 Belvedere Close, Marietta, GA 30067)

Called to Order at 4:57 pm.

Those in attendance: Sallie Winokur, Hilary Hill, Judy McNeill, Roberta Manheim, Debra Tant, Sandra Hausman, Jody Buter, Jene' Gladstone, Jennifer Risey

Those not in attendance: Patti Morgan, Paulette Farley, Vonda Shoemaker, Preston Cho, Lisa Astarita, Mary Kay McBride, Dana Greenberg, JoAnne Hammermaster, Coleen Panton

Secretary's Report/Minutes

Those in attendance signed cards on behalf of the Foundation to thank Clay Henson, Greg Fleenor and Tina Link for all of their help with the Foundation videos.

Treasurer's Report

Sallie approached Nichole Smith about becoming the new treasurer. Nichole is scheduled to speak with Patti this week. We are hoping to have Nichole join the Foundation and have her on board in time to help with the 2015 campaign.

Receipts for donations since 7/1/14 have been mailed. The receipts for donations between 1/1/14 and 6/30/14 will be completed soon.

Jen is working to reconcile the database with QuickBooks and is very close to eliminating any deltas.

In the 2015 campaign, the accounting system (QuickBooks) will send tax-receipts as soon as the donations are made, which will eliminate the need to send a year-end letter every December.

Report from Administration

Principal Judy McNeill gave information on Walton's music and athletics programs. She also informed the group on upcoming finals and exemption deadlines. Mrs. McNeill announced that Cobb County school buses will run at 11:30 on the 18th and 19th at no cost to Walton.

Mrs. McNeill updated everyone on the new building status. The schematic drawings are due to Judy and the department heads to review before they are sent to the CCSB for their review/approval. Judy would like a combination of 4-5 parents and business owners to speak at the CCSB meetings when the drawings are reviewed/discussed. While there is no doubt Walton will get a new building, it is up to the board to approve the additional expenditures needed to make it state-of-the-art. It will be meaningful to the board to be reminded that the re-build is not only important to the students it serves, but also to the community who will use the building daily and to other schools as a "model" of how to merge technology with education.

Reports of Officers/Committees

- Fundraising – Sandra and Debra
 - We got a great response from the Information Card request given out to 9th, 10th and 11th grade students.
 - The goal is to have this information entered into the database and added to Constant Contact in time for Judy's letter in the "411" on 1/27.
 - Car Magnets have been distributed to those who have donated since July 1st.
 - Sandra and Debra to work with Jen, Jene' and the treasurer to come up with a schedule to record donations, update donor lists on the website, refresh Constant Contact distribution lists and distribute magnets.
 - Debra wants to send a note to encourage the faculty to sign up to receive the "411".
 - Sandra and Debra met with Catherine Mallanda and Donna Dunham to discuss ways to gather information and support from incoming students. A letter from the Foundation (with the Information Card) will be included in all New Student Packets starting in January.

- Sandra and Debra will pass out flyers and information at upcoming Rising Freshman nights.
- Jody talked about the membership package approved by the PTSA for the 2015/16 school year. This program will allow the PTSA to automate the creation of the 2015 school directory, which will include parent e-mail information (if permitted by the parent). Most importantly, all contact information will be shared by the PTSA with the Foundation (unless a request has been made for personal information to remain private.) Woo Hoo!!
- Sandra wants to set a date and begin planning the Groundbreaking Ceremony in March.
- Sandra and Debra met with Heather Rees who offered to promote the Foundation in all of the neighborhood newsletters.
- Sandra distributed the Communications Calendar to the group. This calendar was created to help everyone stay informed about what we are doing and when we are doing it. Please send updates to Hilary at hillsinga@yahoo.com.

- Survival Kits

- The Survival Kits were a big hit. Over 290 were packaged on 12/10 and distributed on 12/11.
- The Survival Kit video had over 350 clicks.
- Left over Hershey Kisses were given to the staff (via their mailboxes) on 12/10.
- A sign-up sheet for the spring Survival Kit could be available at the Foundation table at the 1/28 Open House. Coleen and JoAnne to decide if they want to promote the Kits at this event.

- Communications – Sallie Winokur

- Sallie reported that the 11/16 “411” (our first edition) had a 60.5% open rate and 197 clicks on the different links in the newsletter.
- The 12/2 issue had a 53.4% open rate and 82 clicks on the links.
- Sallie and Hilary will meet to archive these “411”s and post them to the website. All future “411”s will be posted to the website.
- The next edition of the “411” will go out on 12/16.

- Database – Jennifer Risey –
 - Jenn has updated the database. She would like to purchase another QuickBooks license for \$430/year and two additional licenses for the database for \$97.50/each. These expenditures will allow Jen to work with the new treasurer during the campaign and permit Sandra and Debra to enter Information Card data into the database.
 - Jenn discussed Naviance and encouraged the Foundation to be a part of the debut of this wonderful tool. Sallie suggested the Foundation pay for the training sessions for the counselors as this will not be a recurring charge.

- Website – Jene’ Gladstone
 - Jene’ met with Sandra and Debra to make their requested changes to the website.
 - She will continue to update as requested during the campaign.
 - She will update the List of Donors every two weeks during the campaign.
 - She would like to see the “411” archived and available on the Foundation website.

New Business – N/A

Announcements

Next Meeting – January 13, 2015 at 4 pm

Adjourned at 6:25 pm.