



Walton High School Foundation

Board Meeting Minutes

September 9, 2014 4:00 PM

Media Center Conference Room

Called to Order at 4:08 pm by Patti Morgan.

Those in attendance: Patti Morgan, Sallie Winokur, Preston Cho, Paulette Farley, Hilary Hill, Roberta Manheim, Debra Tant, Sandra Hausman, Jody Buter, and Jene' Gladstone. Our quorum was met.

Those not attending: Jennifer Risey, Lisa Astarita, Mary Kay McBride, Dana Greenberg, Vonda Shoemaker, Judy McNeill

President's Greeting

Patti Morgan welcomed everyone. No report.

Secretary's Report

No report.

Treasurer's Report

Paulette Farley announced that the budget had been approved at the 8/21 meeting. The opening balance was \$242,547.65 and the closing balance is \$252,317.17. The balance will be reduced as soon as we receive the numbers from Catherine Mallanda on the class reduction expenses. We have received \$14K in donations this year (since July 1, 2014) and have two checks from Coke to deposit

this week. The budget is looking good so far, but there may have to be some revisions at some point to the Teacher Grant accounts. The more we receive from Kroger and Publix the more we will be able to spend.

Report from Administration

Roberta Manheim gave the report and stated that the year was going very well. Mo Dixon has been doing a fabulous job and has a great rapport with the kids. Walton will be hosting a reception on Wednesday, 9/10, for all of our National Merit Semi-Finalists. The Class of 2015 has more Finalists than any other class. Most high schools of our size have 6-8 recipients. Walton's best year ever was in 2012 with 27 recipients, but this year we have even more. New teachers are settling in very well; they are terrific hires with lots of experience. They have picked up on the "Walton Way" very quickly. The new teachers consistently remark on how wonderful Walton is and how happy they are to have joined the teaching staff.

Reports of Officers/Committees

- Teacher Carnival – Sallie Winokur

- Sallie has requested six teachers list items that are most needed in classrooms (most common response has been Kleenex and hand sanitizers).
- An invitation has been designed and will be sent to teachers. The tickets to redeem supplies will be attached to the invitation.
- Two freshman parents have been recruited to help with purchasing, storing and bagging supplies.
- Sallie and Hilary will work on games, tables and carnival flow/set-up.
- A Sign-Up Genius will be sent out the week of Oct 13 and Oct 20. The deadline for sending in supplies will be 10/24. The committee will work to assemble supplies, etc. on 10/27 and 10/28.
- 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.
- Bruce Wade has agreed to do the grilling for us.
- Preston has been able to get a Kia Soul donated to the Touchdown Club. Fifteen raffle tickets have been purchased from the Touchdown Club and will be donated as teacher prizes.
- 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.

- Teachers Lunch Box – Sallie Winokur

- Sallie explained the program: “Improving Education One Lunch At a Time.”
- Parents, students and community members can show appreciation for teachers by buying them lunch and writing notes of gratitude and inspiration.
- Teachers will be notified of the donation and receive the kind note from the donor in their email. They can then sign-in and order their lunch from a limited menu and select a delivery date. All orders are delivered by 10 am. Teachers are notified by e-mail when the delivery has been made.
- Sallie has approached Matt Carton of Capazzi’s New York Deli about providing the lunches. Matt Carton and Matt Sellors (creator of the Teacher’s Lunch Box) are going to get together to work out details and finalize arrangements. If Matt Carton decides he does not want the business, Sallie and Hilary will approach Whole Foods and Jersey Mikes.
- Sallie and Hilary will work with Matt Sellors on the 15% currently designated to be given to the Partners in Ed. They will pitch to Matt the money should go to the Foundation, which helps the teachers more directly by reducing class sizes and providing supplies needed for classroom instruction. This dynamic pair will also solicit local businesses to provide the gift cards the teachers will receive after receiving twenty “credits” (lunches).

- Teacher Grants – Jody Buter

- Foundation received about \$5,800 in grant requests.
- Of the requests received, none were from LA, one was from Math and the bulk of the remaining grants from Science.
- All requestors will receive all or a majority of their request.
- Jody would love to purchase “one big thing” for a teacher and/or department to use in the PR campaign for the Foundation. We have about \$900 left to fill this final 2014 grant and Jody is looking for ideas from the board and administration. Please contact Jody with any ideas as soon as possible.

- Database – Patti Morgan

- Vonda and Jennifer are still working to get donations documented from last spring. They hope to have this project completed by the end of this week (9/12). The process has been slow, but it has been time-consuming because they are also setting up the database to be used in future campaigns.
- The Foundation received about 900 information cards from Open House. This data has not yet been entered into the database. Work on the new database will begin upon completion of the 2014 donor documentation.

- Website – Jene’ Gladstone

- The website has continued to be updated this past month.
- The payment forms/options have been updated with help from Sandra and Debra.
- An updated list of corporate donors is now available on the website.
- Jene’ would like to add the history of the Foundation to the website.
- She would also like to post SPLOST IV information/history.
- Patti stated that it might be a little bit before we can post any construction updates. The student growth number has been set at 3,100-3,200 (vs. the 3,500 projected in late spring). The building plans will still need to be adjusted to accommodate the additional students (original plan was made for 2,700 students). Additional land is required. CCSD is looking at invoking eminent domain to acquire the seventeen acres adjacent to the Walton High School campus.
- Jene’ found a Walton LinkedIn group with several thousand Walton graduates. Patti wants to also explore this option and is meeting with a ’96 Walton alum to discuss ways he can help the Foundation. Roberta estimates that at least ten current staff members are Walton alums.

- Videos – Hilary Hill

- Sallie, Preston and Hilary met with Clay Henson, the teacher of the Video Production Class, on 8/26.
- Clay and his class were keen to make videos for the Foundation this fall, as it is not guaranteed the class will be available in the spring. The following videos will be created:
 1. Personal Stories – a parent, two teachers and one student will be taped telling viewers about how they have been personally impacted by the Foundation (and specifically the class-size reduction). Preston’s will be the first video to be taped. He will provide all parents with the presentation he gave at the Freshman Orientation. Graphics and charts will also be displayed to reinforce his comments. Preston, Sallie and Hilary will put together talking points for the speakers before they are taped. Once Judy has approved the list of speakers, then Hilary and Sallie will contact teachers to gauge interest in speaking and to schedule a time to tape their segment with Clay.

2. Publix/Kroger Rewards Program – Clay and his class will create this video, concentrating on Kroger first since more money is received from this store.

3. Survival Kits – Clay and his class will create the video. We want to emphasize how much the kids like receiving them and how important the words of encouragement are for the kids to read.

4. Health & Wellness – Clay and his class will create the video. We want to highlight the health and wellness programs provided by the Foundation and how the initiatives have helped reduce both student and teacher absenteeism.

- 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.
- 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.

- Fundraising Update – Debra Tant

- The database is key to completing the 2014 campaign and starting the 2015 campaign. Neither the 2014 thank-you notes have not been sent nor the donor receipts. As soon as the information is available, the 2014 List of Donors (in alphabetical order) will be posted on the website.
- Going forward, there will be three main e-Blasts sent to parents/donors using the new Foundation database:
 1. A note to encourage people to fill out the Information Card. Sallie suggested Preston and all other speakers could end their session with “For more information on the Foundation, please visit our website and be sure to complete the Information Card.” We can ask Clay to have the students say this tag line at the end of their videos, too.
 2. A note to donors to ensure they have received their 2014 receipt.
 3. A note to encourage people with a giving plan to make their donation before 12/31/2014.

** All of the communications should be posted via Jene’ to the website under a tab “Hot Off the Press!!”
- Sandra and Debra would like to have different payment options available to parents. Sandra wants to better understand Paypal (set up by Neysa Lee). Preston and Paulette are exploring other payment options for us to use, such as Amazon (the fees will be smaller and the swiper option is added for free.) Paulette, Preston, Sandra and Debra to meet to discuss the possibilities and finalize the credit option to be used on the website and during the 2015 campaign.

- Sandra would like to do some additional videos as promos for the campaign (to be used after the 1/28 kick-off). Sandra and Debra to provide ideas/talking points and will send to Sallie and Hilary. We should request the videos to be made this fall while the Video Production class is in session.
- Magnets were discussed. It was decided we would do them, but we need to finalize the design and who receives them (2014 donors to help advertise the Foundation this fall or just wait until 2015). Sallie to send Debra and Sandra the .pdf her sister created of the magnet designs. Debra and Sandra to finalize the design and recipients. If 2014 donors are included, then we could distribute via homerooms. We can send a note to parents to let them know they should be receiving the magnet from their child. It will be another way to reach out and thank them for their participation and generosity. FYI – Magnets are 4 ½ inches and are \$1.35 to create.

New Business

Survival Kits and Health & Wellness chairs remain open. Both positions need to be filled quickly. All board members are encouraged to think about possible candidates to take these positions. Note – add replacing air filters to the list of responsibilities of the Health & Wellness chair.

Announcements

Next Meeting – October 14, 2014 at 4 pm

Adjourned by Patti Morgan at 5:38 pm.

Respectfully submitted by Hilary Hill, Secretary.

