



PARENTS ASSOCIATION

Welcoming Families. Building Community.

Parents Association Executive Committee Meeting
Tuesday, February 5, 2019
Meeting Minutes

Katherine Lucas, President, called the meeting to order at 8:21 a.m.

In Attendance

Elizabeth Engel, Chris Bolger, Karolina Jewett, Faye Turini, Hillary Chassin, Karon Harden, Merel Young, Kit Ballenger, Katherine Lucas, Shannon McCarter, Kelley Rogge

Welcome and President's Report

Katherine Lucas made a motion to approve the minutes from the January 15, 2019 meeting of the Parents Association Executive Committee.

MOTION: Motion to approve the January minutes.

ACTION: Motion approved.

Katherine highlighted two upcoming events: Sustainability speaker on February 8, 2019 and the Positive Discipline Parenting Workshop (ages 3-7) on February 28, 2019

Social Media Task Force

Katherine introduced Faye Turini and Karolina Jewett, presenting on behalf of the Social Media Task Force. Hillary Chassin, representing the parent community, and Chris Bolger, from the Development Office, are also participants. Faye reported that the task force has started regular and intentional posts for Instagram and Facebook which include Throwback Thursdays, Wolfhound Wednesdays, and MacArthur Mondays. Faye encouraged members to "like," comment, and engage with posts as the engagement spreads the social media network even further. The Social Media Task Force has included more InstaStories and increased the photo quality of the posts. Faye and Karolina encouraged parents to post positive reviews on outlets like Google as they serve as a great tool with prospective and out-of-town applicants.

Budget Review

Katherine reported that although some budget line items show a revenue loss, many of the unanticipated expenses have been a result of positive community-building. The Parents Association end-of-year expenses include Gifts to the Day School and Faculty and Staff Summer Travel and Study Grants. Additional budget discussions will take place in the May meeting.

Officer Reports

VP at Large- Merel reported that Skating Night had record turnout and was a wonderful night.

VP for PA Sales- Shannon reported that the special-edition St. Patrick's Day shirts in long and short sleeves are available to pre-order now.

Meeting adjourned at 9:30 a.m.

Respectfully Submitted,
Kelley Rogge
Recording Secretary