

# November 15, 2018-- Clifford PTO General Meeting

Canyon Inn, 587 Canyon Rd., Redwood City

A.) **Attendance, Sign In, Food, Social & Fliers** -- Meeting was called to order at 7:45pm.

B.) **Welcome & Communications Report**-- Sarah La Torra, [sarahlatorra@yahoo.com](mailto:sarahlatorra@yahoo.com)  
Sarah addressed the chaos of the last month with the District's on-going discussions about *Planning for Our Future* regarding the closing & merging of schools within the district. The question was posed, "What is it about Clifford?". A more general discussion about how Clifford should be branded overall followed. More schoolwide events were suggested such as a potluck in the park, multi-cultural activities and generally events with no fee so that everyone can attend. Sarah also reported that we raised \$4,200 from the Read-a-Thon.

C.) Secretary, Lisa Silberman, [lmasilberman@gmail.com](mailto:lmasilberman@gmail.com)

A motion to approve the October minutes was made; the motion was seconded and passed unanimously.

D.) **Treasurer's Report** -- Clarissa Holmberg & Leslie Street, [holmberg@gmail.com](mailto:holmberg@gmail.com) & [lesliestreet@ymail.com](mailto:lesliestreet@ymail.com)

E.) **Principal's Report**-- Leslie Crane, [lcrane@rcsdk8.net](mailto:lcrane@rcsdk8.net)

A lengthy discussion was held about potential incoming Kindergartners and how to reach them effectively. With all of the uncertainty in the district this fall, concern was expressed about potential Kindergarten families understanding how to register and whether or not they would know if Clifford was going to be open or not.

F.) **Direct Donation**—Hannah Walbridge, [hannahwalbridge@gmail.com](mailto:hannahwalbridge@gmail.com)

The direction donation campaign will roll out the week after Thanksgiving and then a "Feel the Clifford Love" campaign around Valentine's Day. Don't forget to make Clifford your default with Amazon Smiles and to ask your company about corporate matching.

G.) **Staff Appreciation**-- Lauren Zalabak, [boother123@gmail.com](mailto:boother123@gmail.com)

Lauren made spectacular Thanksgiving gift cards for all the teachers and staff.

H.) **Middle School Update**-- Arlene Little, [arlene.little@gmail.com](mailto:arlene.little@gmail.com)

The Middle School Halloween carnival was really fun. Movie night in January will just be for middle schoolers. There will be a dance in the Spring and North Star will be invited.

I.) **Superintendent's Advisory Council**-- Anjanette Lundell, [ajlundell@gmail.com](mailto:ajlundell@gmail.com)

We recapped the school closures and mergers that had been announced a few days before by the board. The larger discussion about K-8 and K-5/6-8 seems to have been tabled for the time being by the board. It was suggested that North Star should have people on the committee from all schools to discuss its future and how it can work better with the community. There will be large staff reductions next school year across the district.

J.) **Next Steps for Clifford Promotion**

Reaching out to preschools to enlist future families for Kindergarten was discussed along with our overall branding/message for Clifford. Providing multiple tour dates was suggested along with having parent volunteers in the classroom to showcase our family involvement in the school. It was agreed that further discussions would continue over email.

**K.) New Business**

A parent lead is needed for the Winter Show Case which will be on December 7<sup>th</sup> which is a 5<sup>th</sup> grade fundraiser to pay for Outdoor Education.

Meeting was adjourned at 8:42pm.