



Veterans Memorial Elementary PTO
November 18, 2025

Agenda – 2nd Quarter PTO Meeting

In Attendance: Jimena Baker, Katie Antonelli, Cheri BonVardo, Sarah Phan, Becky Allard, Jacqueline Campbell, Bianca Caputo, Ilana Katz, Hayden Kobert, Nicole Geraghty, Kelly McCann, Elina Wolf, Caitlin Whittington, Ms. Viera

✦ **Call to Order @ 8:35am**

1. Welcome & Introductions (Nicole)

- Welcome attendees
 - Changed to quarterly meetings this year
 - Please know you don't need to be here every week to help!
 - Join a single committee if that's available to you
- Approve August meeting minutes
 - Kelly motion to approve
 - Elina seconded

2. Principal's / Asst. Principal Address (Ms. Vieira/Mrs. Roberts)

- Share school updates
 - Ms. Viera always here for questions
 - Fall school decoration recap
 - Small group of staff didn't enjoy participating in decorating doors
 - Give those who don't like the door decoration an "out" for next year
 - Kids loved it/loved seeing campus decorated
 - Majority excited for the competition
 - Keep doing in some form i.e. decorate mini pumpkins?

3. Event Recap(s)

- Recap Business and Family Banners (Hayden)
 - 38 business banners: \$24,360
 - General donations: \$5,004
 - 70 families: \$17,200
 - Total: \$46,564
- Recap Fundraiser (Elina and Hayden)
 - \$43,850 total raised after expenses
- Recap Fall Festival (Caitlin and Elina)
 - Awesome turn out: over 1000 in attendance!

- Roses
 - families seemed to enjoy
 - many activities
 - great food trucks
 - wonderful ARHS NHS volunteers!
- Thorns
 - only 1 hayride going
 - lack of supervision in corn maze
- Next year
 - use class roster for event check in
 - sign up genius to estimate numbers
 - in process of booking for next year
 - order less mini pumpkins
 - advertise that mums can be bought on site and that they are 100% profit
- Event was \$1835 under this years budget!
- Recap Moe's Spirt Night (Nicole)
 - Moes partnered with us and donated queso
 - Then we partnered with them and did a spirit night
 - Made \$100ish
- Recap National Custodial Day (Nicole)
 - Oct. 2 2025
 - Catered lunch, chips, drinks etc.
 - Important to highlight those staff who we don't get to appreciate during TAW

4. Budget Review & Treasurer's Report (Hayden and Kelly) \$48540

- Account currently at: \$48,540
- Working on new budget to incorporate what we made during this year's incredible fundraiser
- Waiting on 2 employee match donations
- Need Moes spirit night \$\$
 - Nicole will contact Moes
- Reminder of new partnership with Minted
 - Holiday cards made by artists, gifts, art, etc.
 - 20% off with code FUNDRAISEVMEPTO
 - PTO gets 10% back
- PTO Box Tops program
 - No longer have to bring in actual boxtops
 - You upload/scan receipts
 - Walmart account automatically uploads
 - So just regular shopping = money for PTO!
 - Can sign up per grade for competition
 - We aren't actively promoting grade level competition
- Discuss any major expenditures or upcoming financial needs
- Allow for questions

5. Social Media Update (Ilana)

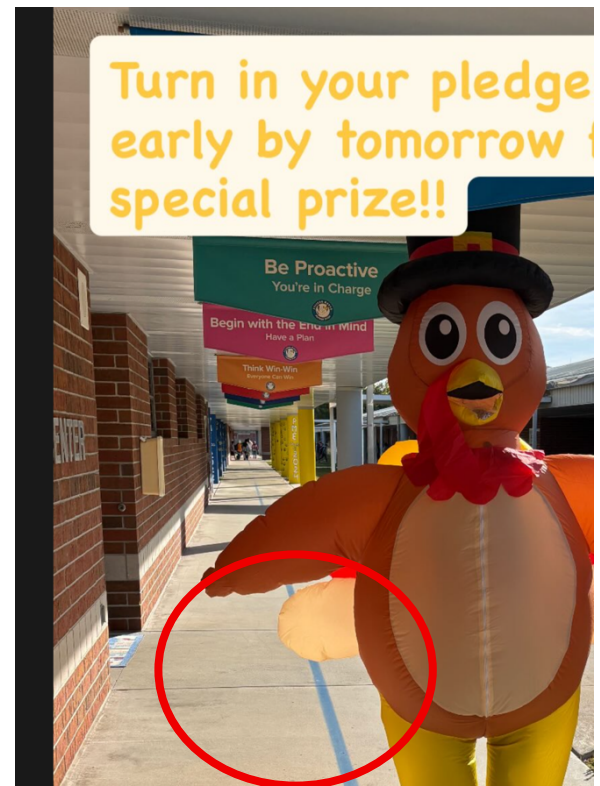
- Newsletter in progress
 - Waiting for info
 - Will have 1 before end of the year
 - Then start quarterly for remainder of school year
- Business Banners
 - Started thanking partners in November
 - Starting with diamond
 - Families are listed on website
- Teachers Fav Things
 - Will be on website soon before Holidays
- Reminder to Like our Facebook/Instagram Pages

6. Campus Improvement (Elina)

- Beautifying ideas for campus
 - Kindness rock garden
 - In mulch area
 - Need boundary area to keep from going down drain
 - Doing it at literacy night in Jan
 - Station Jan 27th
 - Could also be part of title night
 - Personalized teacher name signs outside classrooms
 - Wood
 - Red White and Blue
 - Handprints for 5th graders on poles
 - Planning to do this year
 - GCHS volunteers will be helping
 - 7 habits signs hanging in outside hallways
 - Ms. Viera has looked into having them made before
 - Need to be tarp material
 - Can leave up during hurricanes
 - Suggestion to use images with Jefferson and not the Leader In Me clipart
 - Wrapping poles
 - Another option other school have done
 - Seems to last longer in the sun than signs
 - Culture and Climate of the School Committee
 - Can help with the “beautifying” campus ideas

6. Upcoming Events & Volunteer Opportunities

- Provide spirit wear update (Caitlin)
 - last of the backordered items were delivered to the classroom teachers to send home last week
 - still have plenty of adult sweatshirts in stock
 - limited youth sweatshirts
 - planning to do youth hats and girls bows in the spring



- in touch with SWFL Print company to handle
 - VME family
- Thanksgiving Luncheon (Kelly and Nicole)
 - Staff in 2-101
 - Decorate today
 - After current PTO meeting
 - Committee
 - 7 ppl attended foxtail committee meeting
 - Gave lots of great ideas and suggestions
 - Jason Delt and Mission BBQ will be catered
 - Along with some family food donations
 - Sign up genius
 - Committee will be serving staff this year
 - Need more volunteers after 11am time frame
 - Students in cafeteria
 - Committee will decorate tables
 - Parents used to serve for the students during Thanksgiving meal for the kids
 - Can serve dessert to them on trays only not actual meal
 - Can look into doing this for next year
- Holiday House (Caitlin and Elina)
 - Decorate Nov. 20 and 21
 - Shopping Days Dec. 1-5 Hawaiian Holiday House
 - need more volunteers!
 - sign up genius
 - 2 past board members coming back to help, yay!
 - Great committee meeting turn out on Nov 14th
 - 11 of us
 - good suggestions and reminders of things we need to do/have on hand
 - Hoping new “lunch break” will give us some time to restock, grab a bite, recharge during the day
 - Class shopping schedule has been shared
 - Money Envelopes will be sent home in this week’s Wednesday Folders
- Zootopia 2 (Kelly)
 - Family Movie Night
 - December 7th, 2025 at Paragon Theaters
 - Zootopia 2
 - \$15 tickets which include admission/popcorn/drink
 - 200ish seats available in different theaters
- Giving Tree (Kelly and Nicole)
 - 11 families this year
 - ARHS asked to own 5 families so we will have 6 families
 - Flyers go home soon
 - In mid December the bins of items and wrapping paper are put together to give to the families
 - Parents can help by sending in cash or buying the gifts from sign up genius

- Panera spirit night In December (Hayden)
 - Dec 17, 2025 4-8pm
 - Naples Blvd Panera
 - 30% back to PTO
- Staff Winter Appreciation (Nicole)
 - Friday before holiday break: December 19, 2015
 - In the past we have done cookies/desserts and the staff grab what they want to take home
 - Changing this year to brunch
 - If you have contacts for donations from restaurants, please reach out
- Blind date with a Book (Kelly)
 - for staff members
 - Wrap up the gently used books, tea bags, bookmarks
 - Up Town Chemist donated \$100 worth of Starbucks GC that will be in 10 books as surprise
 - Staff members pick a book and take book home to read during Winter Break
- Son's Plus One Event (Hayden, Kelly, Nicole)
 - Jan 23, 2026
 - Sports Challenge America
 - Food trucks will be on site
 - Tickets will be less because don't include the taco bar like last year
- VME Family Movie Night (Kelly and Nicole)
 - Movie on the back VME soccer field
 - Big screen
 - Kids vote on movie
 - Free event to VME families
 - Pizza will be sold by the slice along with candy bars
- Parent/volunteer encouragement

7. Misc.

- We received a grant request from Chelsea Geroy, Content Area Coach, Literacy, requesting funding to purchase matching shirts for all staff members. Staff will be able to wear these shirts on Tuesday, January 27th, for the themed day "Reading Grows Everywhere" as well as that evening during Literacy Night (70 attendees x \$14 per shirt, \$980.00)
 - PTO decided to focus our larger funding efforts this year on resources that have a more direct and lasting academic impact for students. While we aren't able to fund the full amount for the t-shirts, we did offer \$250.00 toward the project to help offset some of the cost and show our support. We also requested that they reach out if there are other literacy-related materials or initiatives we can support in the future.

7. Open Discussion / Parent Questions & Ideas (All)

- Suggestions, questions or concerns

- Why do we not have room moms?
- Getting parents involved in classroom decorating for fall door decoration
 - Many parents didn't hear from their students teachers asking for help
- Another way to get info out besides messenger
 - Hard because it goes out monthly
 - North Naples does texts, can we?
 - Ask Ms. Viera
 - Usually reserve for emergencies
 - Historically parents say email is best
 - Can ask parents again
 - Newsletter for just PTO
 - Would be sent out monthly
 - Can be sent out separately or included as attachment in messenger
 - PTO newsletter should be PDF to be attached to messenger
 - PTO has Facebook and Instagram
 - VME has Facebook, Instagram and X
 - VME and PTO posts each other's social media

8. Closing Remarks & Next Steps (Nicole)

- Our next meeting is February 4, 2026
- Remind parents of any follow-ups (volunteer forms, committee signups, etc.)

✦ **Meeting Adjournment @9:45 am**