

**PSO Meeting Minutes**  
Tuesday, September 1, 2026

Meeting Called to Order at 8:10 am by Paulina Moreno, Upper School PSO President.

I. Attendees

A. PSO Board Members

1. Claire Arthur, Lower School PSO President (virtual)
2. Kathryn Griffith, Lower School PSO Vice-President
3. Paulina Moreno, Upper School PSO President
4. Shamain Webster, Upper School PSO Vice-President
5. Amy Mackenroth, PSO Co-Treasurer
6. Gina Raab, PSO Secretary

B. Great Hearts Irving Leadership

1. Charles Brogan, Lower School Headmaster
2. Amber Dyer, Upper School Headmaster
3. James McCormick, Head of Middle School

C. Additional Attendees

1. Kat Blake
2. Bess Brown
3. Julie Spring

II. Quorum (51% of Current Board Members) Achieved: 9 attendees

III. Discussion of Items from Agenda

A. Welcome and Introductions by Paulina Moreno

1. Special recognition was given to parent volunteers, the PSO, and faculty for elevating energy and school spirit at the lower school.
2. The PSO's "Mustang Morning" was a major success, with 80+ families attending.
3. This event significantly boosted volunteer interest, resulting in the largest parent volunteer turnout in years.
4. The upper school also saw record parent participation at its volunteer breakfast, including several fathers.

B. Proposed Spring 5K/MiniK Run (Mustang Mile)

1. Event Details:
  - a) A new fundraising initiative—a 5K and mini-K run—is being planned for April 3rd/10th 2027.
  - b) The mini-K is envisioned as a one-mile fun run for the entire community.
  - c) The proposed route would begin at the lower school and end at the upper school. Alternate venues like Campion Trail or another park were suggested to avoid the high costs and street-closure permits associated with running on city roads.
  - d) A City of Irving permit application is in progress and requires a certificate of insurance.

- e) Mr. McGee should be contacted as he previously conducted preliminary work on a similar concept.
  - f) Claire has a golf cart available to pace runners and collect markers and stragglers to meet city road-reopening deadlines.
- 2. Fees, Supplies and Expenses
  - a) Entry fees are proposed at \$20 to \$25 for adults, \$10 for children, and a maximum of \$100 per family.
  - b) An optional \$50 tier would include a t-shirt and swag bag.
  - c) Race bibs cost approximately \$1 each.
    - (1) The PSO plans to order unbranded numbers so leftover stock can be used in future years.
  - d) PSO will ask for donated orange slices and pallets of water.
  - e) PSO could fund electrolyte drinks for a possible after-party.
  - f) Use of raised funds is TBD.
    - (1) Options include a scholars initiative, capital improvements, or general school funds managed by a future community engagement hire.
- 3. Participation:
  - a) The event is intended for the entire school community—students, parents, and faculty from both lower and upper schools.
  - b) We can provide water bottles, orange slices, electrolyte beverages.
  - c) Possible get together after - or end at the Farmer's market
- C. Fundraising: Golf Tournament and Floresco
  - 1. The last Floresco gala generated more revenue than the golf tournament. However, inflation and venue rental costs have significantly reduced net returns on Floresco in recent years.
  - 2. Workload Challenges: The gala's silent auction requires immense volunteer effort. Board members noted that volunteers are often exhausted, and responsibility frequently falls on just a few people at the end of the night.
  - 3. Floresco Brand Retention: Amy strongly recommended keeping the Floresco brand for the school's cornerstone annual fundraiser, even if the format changes.
  - 4. Golf Tournament Adjustments: The tentative date for the next golf tournament is April 17, 2026. Because golf appeals to a limited demographic, members proposed adding a non-golfer social option, such as a derby-themed lunch, high tea, or brunch on the course.
- D. Treasury Report by Amy Mackenroth
  - 1. Fiscal year ended June 30, 2026.
  - 2. FY26 Year-End Financials: Total revenue reached \$79,503.57, with total expenses landing at \$34,631.72. This left a surplus of \$44,871.85.

3. Current Account Status: Following \$16,000 in capital improvements and other operating expenses (teacher training lunch, August birthdays, etc.), the checking account holds \$23,000.
4. FY27 Projections: The organization anticipates raising \$40,000 in donations, establishing a total cash projection of \$84,000. The active operating budget is set at \$59,000.
5. Bylaw Spending Mandate: The bylaws mandate that the PSO spend down its accounts to a \$10,000 minimum reserve, or return 80% of unspent funds.
  - a) The board has historically been allowed to bypass this rule to build reserves because year to year expenses are much larger now that the school's population has grown from 600 to more than 2,000 students.
  - b) The board discussed amending the bylaws to establish a more realistic reserve limit. This may not be necessary because the headmasters can override the spending mandate in the bylaws.

E. Student Experience and Capital Improvements

1. Allocations to support student life directly were proposed.
2. Some suggested projects include:
  - a) Junior Class Trip: Upper School is planning a junior class trip to the Texas Hill Country. The PSO could possibly assist with the \$7,500 cost for two transport buses. School leaders are distributing an interest survey to families today.
  - b) Prom Subsidies: Prom tickets at the Las Colinas Country Club cost roughly \$100. The board discussed funding decorations or experiences to lower ticket prices or add something special to the event.
  - c) Turf Netting: Balls thrown or kicked from the school's turf field regularly dent cars and break windshields in the parking lot. The school currently has no bids or plans to install protective netting. This could be a possible PSO project.
  - d) Father Daughter Dance
3. Possibly establish a process to identify needs and to add a general scholar experience line item to the budget to provide flexible support for student events and needs.
4. Add more fundraising opportunities that are indirect.
5. Publicize Minted, Kroger, BoxTops, and other under-promoted passive income that can generate year-round funds.
  - a) The board will promote these programs via school-wide emails and Facebook posts to remind parents of these passive donation options.

F. Teacher Appreciation Modifications

1. The board discussed changing December Faculty appreciation

- a) Dietary Concerns: Many teachers are gluten-free or have other dietary restrictions.
- b) Alternative Ideas: The PSO will pivot the event to focus on non-food gifts. The group discussed organizing a "stock the lounge" drive in December for snacks and drinks, while keeping cookie donations via Sign-up Genius.
- c) Push Snowflake Fund: Because upper school parents often prefer direct monetary donations, the board will de-emphasize the sweet treats drive to prioritize contributions to the Snowflake Fund.

G. Winter Snowflake Fund Planning

- 1. Account Management: Claire and her husband have agreed to open and manage the dedicated non-profit bank account required to hold and distribute the funds.
- 2. Volunteer Leadership: The board is seeking a lead coordinator for the campaign and plans to contact several parents to gauge interest and begin training.
  - a) Christina Borders has an organizational document that she will send to the lead coordinator that should assist them in planning for this year's fundraising event.

H. North Texas Giving Day Campaign

- 1. The annual North Texas Giving Day campaign is scheduled for September 17, 2026.
  - a) Kat Blake is coordinating the campaign with school administrators, including Mr. Bogan and Dr. Dyer, who will record video messages to promote the drive.
- 2. Campaign targets and promotional plans include:
  - a) Fundraising Goal: The organization aims to surpass the \$144,000 raised during the previous year's campaign.
  - b) Donor Matching: Donors have committed to help with matching funds. Kat plans to use these funds to run designated "matching hours" to stimulate active hourly giving.
  - c) Incentive Baskets: To drive hourly participation, Kat requested help sourcing donated restaurant gift cards, hotel stays, or local goods to put into drawing baskets.
  - d) Promotional Outlets
    - (1) Kat will place yard signs across campuses
    - (2) Request that lower school administrators allow room parents to email families directly to promote the event.
    - (3) The school will also distribute a campaign-specific email and utilize a texting system to promote the event
    - (4) Need carline volunteers

Meeting Adjourned at 9:16 am by Paulina Moreno.