

New Morning Nursery School Board of Directors Meeting

Monday, August 14th, 2017

Attendees: April Denton, Jenny Zimmerman, Elizabeth Winston, Alanna Kessler-Jones, Cherish Orozco, Kate Patterson, Julie Kull, Brittany Keeseey, Lindsay Suttin, Molly Hamm, Mary Eileen Raymond, Emily Foster, Brenda Benzschawel, Alicia Weich, Ashley Russell, Elisa Romanowich, Rae Reason

- I. Open Forum
- II. Approval of May Minutes- Approved by Cherish, seconded by Lindsay
- III. Welcome & Introductions
- IV. Director's Report- Budget passed around and quick explanation of document provided. \$50,000 took out from money market and placed in 1431 investment account.
 - a. Enrollment Update
 - i. Summer enrollment turned out well, teacher salaries were covered and the two new teachers were able to teach and become familiar with families and staff.
 - ii. Three children dropped out of Oak PM, prior to that were at budget. Additional enrollment in 4K plus and/or lunch bunch should bring numbers back to budget as it is not far off. May be beneficial to advertise on Facebook re: current opening and certainly word of mouth may help.
 - b. Project Updates-
 - i. Wood chips will be delivered.
 - ii. Snack guidelines updated.
 1. Policy changed to emphasize families bring in either fruit/vegetable and grain/bread/cracker or protein. Clarified snack servings and preparation.
 2. Allergies are a concern in all 3 classrooms this year, Oak class has a severe dairy allergy, therefore dairy will be banned from the room. Will send out a note to families in those classrooms with list of safe food ideas.
 3. Defining what "nut-free" means to make it clearer for everyone.
 4. Parent night changed to 9/19/17
 5. Adding 4 minutes on to am/pm 4K rooms to plan for snow day possibility.
 - c. Board Orientation

- d. New this year
- V. President's Report
 - a. Co-presidents delineation of duties; questions about position roles & responsibilities?
 - i. Meghan: Marketing & Communications; E-news
 - ii. Elisa: Social and Room Parents
 - iii. Both involved in the Spring Auction
 - b. 2017-18 Board Initiatives (continued from last school year)
 - i. Marketing & Communications Plan (website, e-news, Facebook pages)
 - 1. Always changing and improving, will continue to discuss throughout the school year; info will go out at beginning of school year; discussed at parent night
 - ii. Community Pledge
 - 1. Teachers and parents responsibilities, which will be discussed at Parent Night.
 - iii. Staff Needs Assessment: Elizabeth will continue with her role as personnel liaison.
- VI. Committee Reports
 - 1. Internal Fundraising: 2017-18 Proposed Fundraising Schedule
 - a. Handout of proposed fundraising ideas/goals separated by month/date. Open to new ideas; one being a gift wrap day. Mabel's labels: Ideas shared about how to market their usefulness in August/September and then remind families later in the year so as not to overwhelm with information. Idea shared to display examples/pictures.
 - b. \$3500 goal toward Future Fund
 - c. Idea shared for Square One art pack in the spring.
 - d. Push Amazon Smile: Educate families about how to set up their Amazon account to always donate through Amazon Smile.
 - e. Discussed importance of sharing information through word of mouth and board members being ambassadors and sharing information.
 - f. Alicia working on finalizing fundraising schedule and introducing families.
 - g. Lindsay will continue to organize food carts
 - 2. Social: Back to School Picnic & Ice Cream Social

- a. Ice cream: Social committee members will contact Shoep's and prepare signs and flyer by Work Night to place in mail tubes
 - b. Info included in e-news and Parent Night handouts.
 - c. The following food carts are confirmed for back to school picnic: Cali Fresh, Toast, Cafe Costa Rica, and SoHo Gourmet.
3. Personnel: Update
- a. Nicole Wier is the new Willow Room teacher
 - b. Jacqui Stransky is the new Oak Room teacher
 - c. Elizabeth plans to check in with them throughout the year.
4. Marketing: Website content; Facebook page
- a. Ashley is new to the board. She is a web designer by profession; general discussion about updating website and making it more prominent when searching for preschools in Madison.
 - b. Marketing & Communications committee will start using Asanna for assigning tasks for website edits and Facebook strategy plan and post scheduling
5. Treasurer: Update
- a. Account records entered into database. Tying up loose ends from last year.
6. Willow Room report: Welcome families; Back to School coffee
7. Birch Room report: Welcome families; Back to School coffee
- a. Will get email out to April soon about back to school coffee.
 - b. Discussed board members will try to be at work days and bring snacks to share.
8. Oak Room report: Welcome families; Back to School coffee
9. Volunteer Coordinator
- a. Will talk to previous board member in this role; get SignUp Genius information.
 - b. Access to Dropbox and SignUp Genius will be shared with all board members. Board members should save documents to Dropbox throughout the school year.

VII. Other Business

VIII. Adjournment at 8:13 pm.

Next Meeting: Monday, September 11th at 7pm, Room 108, Wingra Library