

New Morning Nursery School
Board of Directors Meeting

Monday, October 9th, 2017

In attendance: Meghan Krause, Molly Hamm, Emily Foster, Marita Herkert-Oakland, Alicia Weich, Brittany Keeseey, Cherish Orozco, Elisa Romanowich, Mary Eileen Raymond, Jenny Zimmerman

AGENDA

- I. Open Forum
- II. Approval of September Minutes- approved by Alicia, seconded by Cherish.
Director's Report
 - a. August Financials (April not present)
 - b. Share Your Holidays Food Drive
 - i. October 30th through November 28th. Will get 2-3 barrels which will likely be placed at the Willow room end and at the end of the hallway on the second floor
 - ii. Enrollment- 1 Willow PM 3 day and one 2 day Willow PM opening. There was a change in the Oak room.
- III. President's Report
 - a. Parent Night/Meet the Board recap
 - i. Went well, especially sharing testimonials. Good turnout in all classrooms
 - b. Board Initiatives
- I. Committee Reports
 - c. Internal Fundraising
 - i. Apparel order
 - ii. Fundraising for fall:
 1. Unable to schedule apparel fundraiser at targeted time prior to parent's night as RBS activewear was extremely busy. Heard back from representative and dates set for opening the online store November 10th with a due date around 20th. The fundraising goal is \$250-400. Perhaps next year we can try for an apparel order in August before the company gets busy.

- iii. Crocodile smiles fundraiser will be held late October with an estimated goal of ~\$400.
- iv. Charleston wrap is a new fundraiser this year. It has a variety of diverse choices for the holiday's. Catalog will be distributed late Oct. with orders due in early November. Fundraising goal of ~\$700.
 - 1. Once orders arrive we will need volunteers to get orders prepared as all items will arrive to New Morning.
- v. Discussed taking down Mabel's Labels fundraiser for now.
- d. Social
 - i. Family picnic & ice cream social recap
 - 1. Had 4 trucks instead of 3 so Cali Fresh didn't do as well.
 - 2. Lines didn't seem as long as last year.
 - 3. Idea to advertise to include Wingra families/neighborhood families next year.
 - 4. Well organized
 - 5. Sign along fence between playgrounds so older children do not climb between playgrounds
 - ii. Pancake Breakfast (11/11)
 - 1. Monroe st art center- will do an art activity. Did not need extra volunteers and will plan accordingly based on the amount of attendees last year.
 - 2. Gates and Brovi will provide the bacon. Will touch base with manager week of event.
 - 3. Coffee- Colectivo was asked for a donation. Committee member will get back to contact for follow up.
 - 4. Trader Joe's- committee member will contact regarding donation.
 - 5. Sign up genius for volunteers and food donation. Will get out next week will link from E-news this week.
 - 6. Friends and family are welcome, encourage parents to volunteer for shifts.
 - 7. Let people know about the cost to bring cash or check.
 - 8. Fliers out early November or on bulletin boards earlier. Mail tube fliers maybe later. Teachers could put flier up on their boards during the week of.
- e. Marketing Committee – Update and ideas moving forward

- i. Google adwords set up. Plan to do a trial period until Jan or Feb.
 - ii. Website changes in progress. Blog update in progress as well.
 - iii. Reviews- yelp, google plus, hulafrog. Short reviews on these websites encouraged by all who feel comfortable doing.
- f. Personnel
 - i. Would like to be able to present a plan to teachers regarding what to do if long-term sub is needed.
 - ii. Holiday bonus collection for teachers and staff. Ask families for direct donation. Eleven staff have entire donation divided equally amongst each. Will think about timing and correlation with fundraisers as there are a number of fundraiser happening October to November.
- g. Treasurer
 - i. Nothing new
- h. Willow Room
 - i. Volunteers in place.
 - ii. Playdate/picnic well attended.
 - iii. Bowling outing- idea for playdate/get together in the winter.
- i. Birch Room
 - i. Some volunteer spots open and needed. Play date scheduled for the 28th.
- j. Oak Room
 - i. need one more volunteer for small projects/construction projects.
- k. Volunteer Coordinator
- l. Room parents- post information and/or photos on facebook parent forum
- m. Pictures of each new unit posted to parent forum.
- IV. Other Business
 - a. 10/24: Classroom clean-up 6:30-8:30
 - b. 10/30 & 10/31: No school, fall conferences
- V. Adjournment at 7:50 pm.

Next Meeting: Monday, November 13th at 7pm, Room 108, Wingra Library