

New Morning Nursery School
Board of Directors Meeting
Monday, December 11, 2017

Attendees: April Denton, Meghan Krause, Jenny Zimmerman, Elizabeth Winston, Cherish Orozco, Kate Patterson, Julie Kull, Brittany Keeseey, Lindsay Suttin, Molly Hamm, Mary Eileen Raymond, Brenda Benzschawel, Alicia Weich, Ashley Russell, Elisa Romanowich

- I. Open Forum
 - a. Teacher hired for birch room for spring semester. Orientation process involved meeting parents, teachers and staff.
 - b. There will be 2 new students starting in the spring semester.
 - c. Current enrollment is at 97%.
 - d. Openings for spring semester include 2 willow pm M-F and 4K spot
 - e. The accreditation process is done and went well. A \$2000 grant was awarded. This money will be used to purchase new bikes for the gym and a set of hollow blocks for the large playground.
- II. Approval of November Minutes
- III. Director's Report
 - a. Enrollment Update (see above)
 - b. October Financials
 - i. There was additional fundraising money from Mabels Labels.
 - ii. The "fund deficit" appears on financial printout because MMSD only makes 3 payments. The next one is in March and then July so the "deficit" is temporary until funds are received.
 - iii. A new diaper pail was purchased and we paid for printing in October.
 - iv. The "other misc" amount is for Spanish class that started in October.
 - c. 2018-19 Budget Proposal and Board Approval
 - i. Four budget options were discussed. The differences in options were based on percent enrolled, tuition increase, and staff salary increases.
 - ii. Motion proposal by Elisa Romanowich to adopt option D+ which allows for 2.5% guaranteed salary increase for staff and 2% increase in tuition. Motion was seconded by Elizabeth Winston. This option guarantees salary increase regardless of enrollment. The salary increase would be funded by future fund if there is a budget deficit due to enrollment of less than 96%.
 - d. 4K Info Night recap
 - i. There was a good turnout with engaged questions and conversations

IV. President's Report

a. Auction (4/28)

- i. Core committee formed but open for additional members
- ii. Would like more people to become involved as Megan will be gone and Elisa will not be president next year.

V. Committee Reports

a. Internal Fundraising – wrap-up and updates

- i. All apparel delivered as well as Charleston wrap.
- ii. Hard to estimate what the check total will be because of online orders. Should be between \$500-700. Discussed that next year perhaps an apparel order right away is a good idea to allow families to wear shirts for back to school picnic.
- iii. Discussed location for dine in for February. Ideas discussed include Luigi's and Gates and Brovi.

b. Social

- i. Will ensure that Westmoreland park is reserved for end of year picnic.

c. Personnel – Holiday Bonus Fund

- i. Slated to end tomorrow but discussed and approved extending the donation deadline to Friday, December 15th. Elizabeth will send out an email with information about donations and where to sign cards.
- ii. There will be a sign on the tuition box regarding location of sheets of paper for families to sign. Copies of the handwritten notes will be made for teachers to take home.

d. Marketing – Open House (1/13)

- i. Working on updating the flier
- ii. Sign up genius ready to go
- iii. Save the date/open house info in next newsletter
- iv. Submitted information about open house to several online listing sites. Hulafrog and Madison Mom's blog have premium advertising space. Madison Mom's blog is \$250 to be included in its preschool issue/newsletter with write up and space at the top of webpage. Ashley will move forward with securing a spot and researching more.
- v. Plan to publish in neighborhood listerservs including Nextdoor
- vi. Suggest fliers to be printed out and distributed a week or so prior to open house. Ashley will get them printed.
- vii. Make an event on Facebook page and make public.

- viii. Have a page on Yelp. Idea to mention this on the newsletter and encourage parents to like school and review.
 - ix. Neighborhood newsletters space - Westmoreland, Dudgeon monroe, Regent.
 - e. Treasurer- nothing new
 - f. Willow Room - all going well
 - g. Birch Room - all going well
 - h. Oak Room - all going well
 - i. Volunteer Coordinator
- VI. Other Business – NO SCHOOL, Winter Break (12/21-1/2); School resumes (1/3)
- VII. Adjournment- by Elisa at 8:28 pm

Next Meeting: Monday, January 8 at 7pm, Room 108, Wingra Library