

New Morning Nursery School
Board of Directors Meeting
Monday, February 12, 2018

Attendees: April Denton, Jenny Zimmerman, Elizabeth Winston, Cherish Orozco, Kate Patterson, Brittany Keeseey, Lindsay Suttin, Brenda Benzschawel, Alicia Weich, Ashley Russell, Elisa Romanowich

AGENDA

- I. Open Forum
 - a. Reviewed open house success and recent sledding social get together.
- II. Approval of January Minutes- approved by Alicia Weich, seconded by Cherish Orozco.
- III. Director's Report
 - a. Enrollment Update
 - i. Willow am and 4K are now full, openings remain in Willow pm and 4k.
 - ii. Placement letters were mailed/handed out for next year with 4k and Willow am both full and openings in pm 4k and Willow.
 - b. Financial updates
 - i. Discussed donating to Wingra School playground fund. Motion to approve donation of \$1000 to Wingra School playground fund, seconded by Molly Hamm with no opposals.
 - ii. December financials:
 1. Additional \$118 deposited from Charleston Wrap and RBS fundraisers.
 2. Holiday bonus of \$2990 was provided to staff.
 3. Grant money of \$1993 deposited (this money had been allocated for outside blocks which have already been purchased).
 4. Personnel expenses: \$415 for professional development conferences/education including Launching into Literacy and Math program and NAEYC conference.
 5. Administrative expenses included computer services or virus protection, Amazon prime renewal and background check.
 6. Other expenses included payment Madison Mom's blog for advertising and Westmoreland newsletter for ongoing ad, 4K+ Spanish teacher and custodian bonus.

IV. President's Report

a. Auction Updates

- i. Graphics for invite/advertising was created.
- ii. Committee will continue asking families for donations via email, sign up genius and mail tube communications.
- iii. Board members will request solicitations, sign up through google doc. Debated whether to open solicitation requests to people other than board members as has been done in the past.
- iv. Discussed different ideas for donation possibilities such as a weekend getaway, tickets to special events, themed party experiences. Encourage families, board members to reach out to any business owner contacts.

b. Board help with solicitations – google doc emailed last week

V. Committee Reports

a. Internal Fundraising

i. Apparel Order Recap

1. Did not receive as much as anticipated due to the size of the order. Discussed changing timing of apparel order for next year, possibly a summer order or right as school begins.

ii. Tea Collection Spring School Days (2/26-3/6).

1. Open to anyone, including family and friends.

iii. Family Dine-out Night in March

1. Will be at Gates and Brovi in a few weeks from 5-10 pm. New Morning will receive 15% of sales, including drinks.

b. Social

- i. Sledding event went well, maybe could do another.
- ii. Westmoreland park reserved for end of year picnic.

c. Personnel

- i. April and Elizabeth will be meeting to discuss plan for staffing support if someone were to be out sick for an extended period of time.
- ii. Birch room running well with Jamie, they will have a student teacher placement this semester.

d. Marketing

i. Open House Recap

1. Open house was very well attended, more visitors than in the past. Everything went as planned and ran smoothly.

- ii. Google Ad Words - will revisit whether this has been beneficial as no clicks so far on search words.
- e. Treasurer- no new updates.
- f. Willow Room- discussion regarding guidance for snack reminder task.
- g. Birch Room
 - i. Reach out to new families about the auction to share information and encourage attendance among new families.
- h. Oak Room
 - i. Kindergarten Panel Discussion
 - 1. Topics have been arranged and assigned to participating teachers although still waiting to hear back from some teachers.
 - 2. Date may coincide with classroom cleanup.
 - i. Volunteer Coordinator
- VI. Other Business
 - a. NO SCHOOL for 4K/Oak Room (2/22 & 2/23); Willow and Birch classes are in session
- VII. Adjournment at 8:05 pm.

Next Meeting: Monday, March 12 at 7pm, Room 108, Wingra Library