

New Morning Nursery School Board of Directors Meeting

Monday, August 13th, 2018

April Denton, Cherish Orozco, Brenda Benzschawel, Brittany Keeseey, Lindsay Suttin, Molly Hamm, Suzanne Lee, Sage Books, Ashley Russell, Jerilyn Shanahan

AGENDA

- I. Open Forum
- II. Approval of May Minutes- approved by Cherish, seconded by Molly.
- III. Welcome & Introductions
 - a. New members present tonight and welcomed to the board: Sage, Jerilyn and Suzanne.
- IV. Director's Report
 - a. Enrollment Update- Willow pm has multiple MWF openings. Oak PM also has openings. Ways to advertise these openings was discussed, including word of mouth by board members and current families and making a prominent feature on the website as well as a posting on Facebook. If more students are not enrolled there may be issues with projected budget. Six more students in the willow afternoon would be helpful.
 - i. Ashley will post to Facebook with link to website- discussed boosting with multiple promotions (\$5-10/post). It would be helpful for members to share and like as well as sharing with neighborhood listservs. Also discussed posting new teacher information with answers to get to know you questions. Brittany will reach out to the new teachers to have them complete the questionnaire, Lindsay will send the questions. April will send out an updated teacher list.
 - b. Project Updates
 - i. New carpet has been installed in willow room
 - ii. Trellis and stain purchased and ready to be added to the toddler playground structure.
 - iii. Garden stones will be purchased within the next 2 weeks
 - iv. Block shed has been built it just needs to be stained and blocks stored.
 - v. TBD if ceiling fan(s) for Oak room will be purchased in the near future.

- c. Proposed budget for this year
 - i. No liabilities at this time as school has not started
 - ii. Changes:
 - 1. Tuition to be at 95% instead of the projected 96%.
 - iii. Updated salaries to reflect current compensation.
 - iv. Revenue- 100% from tuition right now.
 - v. Other revenue includes fundraising (\$3500), future fund, donations (\$100), endowment, grants, and forfeited fees.
 - vi. Board member Brittany asked whether there are funds available for for personnel gifts, cards, etc. Per April future fund may be used for these items.
- d. New this year
 - i. There is an opening for a Willow PM room parent

V. President's Report

- a. 2018 - 19 Board Initiatives (continued from last school year)
 - i. Communications Plan (e-newsletter and website) - this was an initiative created to change the way we communicate with parents. Through this initiative the e-newsletter was created and we are in the process of updating the website. Board members agreed to continue with this initiative.
 - ii. Community Pledge was an initiative to create more awareness for families about the importance of families participating in the New Morning community. The board proposed to remove as this initiative as a community pledge has been created and the main goal has been achieved.
 - iii. Staff Needs Assessment- This initiative was created to ensure that staff are able to voice needs and have open communication with the community. Will continue with this initiative. One agenda item for this initiative is to compare NMNS benefits to those of similar programs in the community.
 - iv. Cherish proposed a board initiative to set expectations for board members and make board member roles more clear. One idea would be for each board member to update the responsibilities and duties of their own role. Also noted was that there could be improvement in communication during the transitional period and passing along information to new members. Proposal for each member to

document duties and when/how to prepare for the upcoming school year.

Committee Reports

1. Internal Fundraising: 2018-19 Proposed Fundraising Schedule
 - a. Cherish passed out a calendar of fundraising events that will be shared with families.
 - b. Cherish shared ideas for sharing information and fundraising goals with parents. Also discussed importance of communicating to parents why these fundraisers are held and what the funds are used for.
 - c. The fundraising calendar will be handed out to parents as well as a short description of each event.
 - d. Cherish is working to have the New Morning apparel order to be done solely in person instead of the online store.
 - e. Election day bake sale- we will need two 10ft tents. Lindsay will check in to some resources for obtaining.
 - f. Auction- Lindsay is looking at other venues as there are no desirable dates available at Nakoma. Discussed changing the date to March, prior to spring break or 2 weeks after spring break. April 13th would be the tentative date at this point. No decision made, will continue checking out venues.
2. Social: Back to School Picnic & Ice Cream Social
 - a. Four food carts confirmed : Jolly Frog, Jakarta Kitchen, Little Tibet, and Kona Ice. Discussed that Kona Ice will not likely be successful so Emily will call to attempt change to a dinner cart. Cali Fresh was discussed as a popular choice.
 - i. Important points to consider/share with food carts:
 1. Be ready for business by 5:15/5:30
 2. Map of where to park
 - b. Lindsay will reach out to room parents to assist with organizing back to school coffee and ice cream social.
3. Personnel: update
 - a. Suzanne shared that due to many new staff members it will be a year of getting to know one another and establishing roles and teams.
 - b. Oak room will have regular time for team meetings.

- c. Teachers are getting together to paint bathroom
 - d. Professional Development Policy will be discussed with staff at meeting.
4. Marketing: Website/Facebook/Enews
 - a. E news meeting for Jerilyn to take over this role, Meghan expected to assist with the first email.
 - b. Facebook - Molly volunteered to take over the role of updating Facebook/acting as facebook manager as well as social networking in general. Ashley would then focus her time on updating the website.
 5. Treasurer: Melissa meeting with Jenny for transitioning to this role.
 6. Willow Room report:
 7. Birch Room report: Welcome families; Back to School coffee
 8. Oak Room report: Welcome families; Back to School coffee
 - a. Lindsay will reach out to all room parents to coordinate back to school coffee
 9. Volunteer Coordinator
 - a. Sage will reach out to Mary-Eileen for tasks and ideas for coordinating.

VI. Other Business

VII. Adjournment at 9:05 pm

Next Meeting: Monday, September 10th at 7pm, Room 108, Wingra Library