

New Morning Nursery School
Board of Directors Meeting
Monday, December 10, 2018

Attendees: April Denton, Cherish Orozco, Brenda Benzschawel, Marita Herket Oakland, Brittney Keesey, Lindsay Suttin, Suzanne Lee, Sarah Lipman, Melissa Norstedt, Sage Brooks, Katie Garvey, Julie Colmar Davis

AGENDA

- I. Open Forum
- II. Approval of November Minutes- motion to approve by Suzanne, seconded by Julie
- III. Director's Report
 - a. Enrollment Update
 - a.i. Willow TWR afternoon class will remain as is and is currently full.
 - a.ii. There will be a new student who will start in 4k in January with 4K+.
 - a.iii. There were savings made from lower than expected health insurance costs and adjustment in salary.
 - a.iv. Budget had been for \$4000 excess but now we are expecting to break even as long as summer enrollment is adequate.
 - a.v. Board members discussed ways to increase revenue through advertising lunch bunch spots however most spots are full so advertising may not be beneficial.
 - b. Financials
 - b.i. October
 - b.i.1. Fundraising- Crocodile Smiles raised \$370, RBS \$69.50, pancake breakfast \$688, and Amazon Smile \$42.37.
 - b.i.2. Future fund deposit of \$1,383.40 from Gorman Foundation donation
 - b.i.3. Administrative expenses including professional services and investment management fees. Also included in other expenses:
 - b.i.3.a. Fan for Oak room
 - b.i.3.b. Printing
 - b.i.3.c. 4K+ Spanish class
 - c. 2019-20 Budget Proposal and Board Approval
 - c.i. All 4 variations include:
 - c.i.1. Increase 4K+ to 180/month
 - c.i.2. Reduce budgeted summer income to cover summer salaries
 - c.i.3. No increase to lunch bunch or summer

- c.i.4. No longevity bonuses to be paid out next year.
- c.i.5. 2% salary increase
- c.i.6. Actual 2019 health insurance decrease is 8%. 5.5% increase projected for 2020 for 2 covered employees
- c.i.7. 4.5% increase in rent rate
- c.i.8. Classroom budgets same as this year
- c.i.9. Increased playground maintenance to \$3,000.

10. Other expenses are based on last year's actual

- c.ii. Four different budget variations discussed differ by % enrolled:
 - c.ii.1. A: 2% increase in tuition, 2% increase in salaries, 93% enrolled
 - c.ii.2. B: 2% increase in tuition, 2% increase in salaries, 94% enrolled
 - c.ii.3. C: 2% increase in tuition, 2% increase in salaries, 94.5% enrolled
 - c.ii.4. D: 2% increase in tuition, 2% increase in salaries, 95% enrolled
- c.iii. Cherish motioned to approve proposed budget as outlined, Ashley seconded.
- d. 4K Info Night recap
 - d.i. Board discussed that it would be beneficial to post information on website about differences in our 4k vs others.
 - d.ii. Attended by ~12 families
 - d.iii. The board discussed MMSD's change to early start at Thoreau and whether that may affect enrollment next year.
 - d.iv. Discussed the possibility of New Morning having an early drop off option. This has been offered before without much success given the changes in staffing prep time and space available.
 - d.v. A brief discussion was held about changing to an earlier start time.
 - d.vi. Board decided to discuss further throughout this year and next and include some questions about this topic on end of year survey. Any change would not affect 2019-20.
 - d.vii. Encourage parents to come and observe or talk with 4K teachers.

IV. President's Report

a. Auction (3/16)

- a.i. Set for March 16th at The Stream at Edgewater College
- a.ii. Cherish and Lindsay will meet soon to review volunteer sheets
- a.iii. Next meeting in January will be a Tuesday at 7:30 pm at The Stream

v. Committee Reports

a. Internal Fundraising

- a.i. Square one art put aside for next year.
- a.ii. Mabel's labels highlighted in the e-news. Cherish shared some of the good qualities of the label's.
- a.iii. Dine-out event will be in the next few months. Hope to have it at Gates & Brovi- which would provide dine-in, carry out and for family members.
- a.iv. Still waiting to hear back from Chocolate Shoppe about a dine-out.
- a.v. Charleston wrap ship date should be this week, 4 weeks from end of fundraiser.
- b. Social - no updates
- c. Personnel – Holiday Bonus Fund
 - c.i. Will extend the deadline to the end of the week as there is not as much as in years past to date. Cards are by the bathroom.
- d. Teachers
 - d.i. Update from Suzanne about Katherine
- e. Marketing – Open House (1/19)
 - e.i. Contacted by Madison Mom's blog to advertise in their Madison preschool feature.
 - e.ii. Flyers- April will print. Please send email out to everyone asking people to put up flyers
 - e.iii. Sign-up genius will be updated
 - e.iv. Will put banner up early
 - e.v. E-news in 2nd week of winter break should include sign-up links
 - e.vi. Enrollment packets will be due by Jan 17th (Thursday before open house).
 - e.vii. New families accepted as they come in, first come basis.
 - e.viii. Encourage people to attend Open House
 - e.ix. Facebook event will be created where we will share information, encourage people to share on neighborhood lists.
- f. Treasurer- no new updates.
- g. Willow Room - all going well.
- h. Birch Room - nothing new to report
- i. Oak Room - everything going well.
- j. Volunteer Coordinator- will coordinate with Lindsay about spring auction.
- vi. Other Business – NO SCHOOL, Winter Break (12/24-1/4); School resumes (1/7)
- vii. Adjournment at 8:10 pm

Next Meeting: TUESDAY, January 15 at 7:30pm, The Stream at Edgewood College

