

New Morning Nursery School
Board of Directors Meeting

TUESDAY, January 15th, 2019 – 7:30pm
Edgewood College – The Stream, Room 210

[Map Here](#) building #3 at the end of Woodrow Street

Attendees: April Denton, Brenda Benzschawel, Marita Herket-Oakland, Brittney Keesey, Lindsay Suttin, Rebecca Anderson Brown, Sarah Lipman, Melissa Norstedt, Sage Brooks, Katherine Garvey, Julie Colmar Davis, Jerilyn Shannahan, Keri Schlecht, Brenda Chamberlain, Ashley Russell

AGENDA

- I. Open Forum
- II. Approval of December Minutes- motion to approve by Ashley, seconded by Julie.
- III. Director's Report
 - A. April opened discussion of doing a memorial for Kathryn. One of Kathryn's ideas was to plant a tree on the Willow playground. April has asked Wingra administrators if this would be possible and they are agreeable to exploring options. Wingra has been working with an arborist for their new playground and have agreed to talk with the committee working on that project to get recommendations on which trees would be appropriate. A river birch or maple tree were Kathryn's hopes. April will continue to gather information about cost as well as the cost of a memorial in front of the tree. Once cost estimate is available the idea would be to fundraise for the cost from the community.
 - B. Additionally the board discussed donating to one of the charities requested by Kathryn's family. Brittany proposed a \$400 donation to Second Harvest Food Bank, Brenda C. seconded.
- IV. Financials:
 - A.1. November:
 - A.1.a) Fundraising deposits were from the bake sale and \$350 leftover from the pancake breakfast.
 - A.1.b) There is a deduction for the cost of T-shirts.
 - A.1.c) Deduction for 4K plus Spanish
- V. Enrollment 19-20

A.1. Currently there are 15 applications from brand new families and 6 returning student applications. A good number of new and returning families are choosing Willow PM.

vi. President's Report - Auction!

A.1. Parking- encourage parking in the lot with balloons or some other way to mark the path.

A.2. Donated items- Discussed encouraging "experiential items."

For example, Keri would donate a canning class hosted at her house and would then make a write up to market the experience. Additional ideas discussed were: offering babysitting for 3 hours in addition to a gift card to a restaurant, a weekend away at a cabin up north, unique classes donated by families, a soccer or art class for a group of 6 children, hosting a birthday party. The board also discussed marketing this theme when approaching business donors. For example asking for a tour of a restaurant in addition to a cooking class. Keri is willing to assist with ideas and write ups. Some other ideas were: housecleaning, window washing, wood working class.

A.3. Keri and Lindsay will send out list of examples to board members to begin formulating ideas.

A.4. Lindsay will start putting in ideas every week in the E-news.

A.5. Donated items still appreciated and there will be a wine grab as in years past.

A.6. Raffle ideas- board discussed some ideas including kayak, paddle board, something "adventurous". Other ideas discussed included a membership to Wingra or other local business. Another idea was to offer incentives for donating certain amounts, for example \$25 off tuition with \$250 donation. The board discussed the benefits of raffling something that would appeal to a wide variety of people, for example a camera, Instamax, Apple Watch, or iPad. Please email Lindsay any other ideas. Tickets should go out ~3 weeks in advance.

A.7. People can donate the service and volunteers will market and pair the package.

A.8. If you have requested donations in the past feel free to ask again this year and let Lindsay know any confirmed donations.

A.9. Discussed meeting at The Stream again next month.

VII. Committee Reports

- VIII. Marketing – Update, Open House Jan 19th!
 - A.1.a) Volunteer spots for Open House are mostly full.
 - A.1.b) Ashley has talking points that volunteers should cover.
 - A.1.c) Discussed utilizing the gym for overflow of visitors as a helpful option and have volunteers in the gym.
 - A.1.d) Continue to spread the word about the open house
 - A.1.e) Facebook event- please click on “going” or “attending” to increase awareness.
- IX. Internal Fundraising – Updates/Dine out
 - A.1.a) Dine out- Cherish reached out to Gates & Brovi, Wednesday Feb 27th is the tentative date
- X. Social – Updates: next event could be a sledding day, otherwise the end of the year picnic is the next and final event.
- XI. Personnel – Holiday Bonus Fund Wrap-up. Ended up being one of the most successful years. Discussed timing of first request.
- XII. Teachers - no updates from teachers.
- XIII. Treasurer - not present
- XIV. Volunteer Coordinator - no new information
- XV. Willow Room- no new information
- XVI. Birch Room update- no new information
- XVII. Oak Room update- getting together for discussion on kindergarten readiness panel, which will be later in the spring. Brenda shared that it has been such a great event it would be good to promote it to the community to increase awareness of New Morning. Date TBD but after auction.

VI. Other Business

VII. Adjournment at 8:34 pm.

Next Meeting: Monday, February 11th at 7pm at The Stream at Edgewood