

New Morning Nursery School Board of Directors Meeting

Monday, October 8th, 2018

Attendees: April Denton, Cherish Orozco, Brenda Benzsawel, Alicia Weich, Marita Herket Oakland, Emily Foster, Brittney Keesey, Lindsay Suttin, Suzanne Lee, Sarah Lipman, Melissa Norstedt, Sage Brooks, Katie Garvey, Sage Books

AGENDA

I. Open Forum

II. Approval of September Minutes- 1 correction to make prior to posting: \$7,090 in scholarship funds given. Minutes approved by Brittney, seconded by Sage.

III. Director's Report

- a. August Financials
 - a. Income in August is predominantly tuition from Feb-August for this school year. Other revenues include Amazon Smile deposit of \$40.67
 - b. Other expenses included purchasing of sand for playground maintenance, bathroom paint, printing of handbooks and annual insurance payout. Publicity expenses are an annual amount for ads in neighborhood newsletters. Currently NMNS ad runs in Regent, DNMA, and Westmoreland neighborhood newsletters. Board discussed expanding to Vilas neighborhood and Summit Hills. April will send out an email with the ad attached.
- b. Fall conferences
 - a. Excellent response to sign-up genius for conference slots.
- c. NM will not do 2nd Harvest Food Bank donation this year due to Wingra entry/exit being closed .

IV. President's Report

- a. Parent Night/Meet the Board recap
 - a. There was a good turnout and feedback from parents and teachers was that board introductions and discussion was helpful and appreciated.
- b. Auction Venue Discussion
 - a. There are 4 venues being considered and the positives/negatives of each venue was discussed.

Ultimately the top 2 choices were Edgewood College or Nakoma but overall the board felt that holding the auction in February may result in lower turn out and potentially fewer donations due to it being so close to the holidays.

1. Edgewood college visual and theatre arts center “The Stream”- is a unique space with vaulted ceilings and large windows, adequate parking/convenient location. It is available in April, would need no special decorations and would be a unique venue that might renew some people’s interest in the auction because it is so different then venues used in the past. A major drawback is that it is quite a bit smaller than any other space used in the past. It is also open to the public during the day so set up would have to include some sort of volunteer monitoring of auction items.
2. Hotel Red- adequate space with overflow at the restaurant/bar, available in April. Negatives- long, narrow room that felt crowded when used in the past. Parking not as convenient.
3. Madison Club- 2 rooms on the main floor with more than enough space, available in April. Limited parking but nice location downtown. Negatives- room fees that may or may not be negotiable, staff has historically been hard to work with.
4. Nakoma- space is well known and more than adequate, in the neighborhood, familiar. The major drawback and reason why other venues are being researched: only available date is in late February.

V. Committee Reports

- a. Internal Fundraising
 - i. Apparel order- 45 total items were ordered, final donation amount to be determined once items received.

- ii. Crocodile Smiles- picture days went great. This year families will receive a link to view pictures and will order online.
- iii. Charleston Wrap- fundraiser began today with packet in locker tubes. Deadline for ordering is November 12th. Samples will be put out for families to view.
- iv. Election Day Bake Sale- will need 2 canopy tents. Will send out a request via E-news asking if any families have 2 available to borrow. If there are none available 2 tents will be purchased from Amazon, April has researched available options that are prime eligible. The location of the tents is yet to be determined as construction for the Wingra playground may impact the available space. There will be a sign-up genius link sent to families for food items.

b. Social

- i. Family picnic & ice cream social recap- there were many issues with the food trucks this year including: they did not park on the grass, one truck no showed, arrival time was late and wait times were long, appropriateness of food choices given our population.
 - 1. Ideas discussed for next year included:
 - a. Not marketing the event as a fundraiser but as a bring your own picnic/social gathering.
 - b. Having New Morning provide pizza slices for a cost. This would involve organizing more volunteers to purchase the pizza and distribute.
 - c. Plan to discuss further at board meeting in April/May for the 2019 school year.
- ii. Pancake Breakfast (10/20)
 - 1. More volunteers needed for the event. Will send out a request/reminder to sign up via E-news.
 - 2. Trader Joe's has donated many items, if money is leftover gourds will be purchased for table decorations.
 - 3. Gates & Brovi has donated bacon
 - 4. EVP agreed to donate coffee
 - 5. Monroe St. Arts will provide an art activity table.

6. Discussion of whether to provide additional entertainment such as children's musician. The board generally felt no other entertainment was needed.
- c. Marketing Committee
 1. Website update was completed
 2. Will plan to coordinate placing ads in neighborhood newsletters as discussed above.
- d. Personnel
 1. In process of updating teacher profiles on the website, just need some updated photos.
- e. Treasurer - all going well, will be sending out some reminders in mail tubes.
- f. Willow Room -
 1. All volunteer spots filled
 2. Playdate was done at Westmoreland park- it was well attended and went smoothly.
- g. Birch Room
 1. All volunteer spots filled.
- h. Oak Room
 1. Still need to fill a few volunteer spots- scholastic book orders for the spring and another super cleaner spot.
- i. Volunteer Coordinator
 1. Will adjust sign up genius header. No other needs/concerns

VI. Other Business

- a. 10/23 Classroom clean-up 6:30-8:30
- b. 11/1 & 11/2: No school, fall conferences

VII. Adjournment

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