

Board of Directors August 8, 2016 Meeting Minutes

In Attendance: Maureen Treichel, Katy Kaufman, Mark Werwie, Stacey Neuman, Donna Campanelli, Jesse Pagel, Erin Kernkamp, Sue Carr, Jodi Schmitt, Marcia Hoke

Call to Order: Maureen called the meeting at 7:03pm

Approval of July Minutes: Minutes were approved.

DIRECTOR'S REPORT (Sue): Dolphin and Penguin classes are all full. Manatees are 17/18, Seahorses 10/12 and Starfish 15/16.

Toddler Time ("TT") Tuesday has 4/8; Wednesday is full, Thursday morning is full and Thurs afternoon has 3/8 and Friday as 0/8.

Sue and Maureen discussed doing something to decorate for the first day of school. Any ideas from the Board are welcome. Thinking of putting different colored balloons on the handrail inside.

Book fair cancelled on us because we haven't done enough sales in the past and discussion to have PJ night cancelled for the fall.

Parent Meeting is scheduled for Thurs Sept 1st. We will need Board Members early to direct people to the correct rooms since we've had parents go to the wrong room in the past. Suggestion was to have Board Members there at 5:15 since it was confirmed we do not need to set up Fellowship Hall; however, we will need to help put tables and chairs away, so those not in the Manatee or Seahorse class should do that. Please wear your MGNS t-shirts.

5:30-6:15	Penguin Class Meeting (classroom), Starfish Class Meeting (Hearthside room) & Dolphin Class Meeting (classroom)
6:15-6:45	Classrooms open to all parents
6:45-7:30	All school meeting in Fellowship Hall
7:35-8:15	Manatee Class Meeting (classroom) & Seahorse Class Meeting (classroom)

Sue was reviewing all of MGNS' active policies in conjunction with MMSD's and realized we do not have one for registered sex offenders. Discussion was had as to what our policy should be. We agreed Sue would draft an initial policy for the Board to review for approval, which would include a registered offender is not allowed in the building without prior approval of the Director and can attend parent/teacher conference at the discretion of the teachers as well as with advance notice to the Director.

PRESIDENT (Maureen): Discussion regarding TT Friday Session I being cancelled. Katy made a motion to cancel Friday TT with Donna seconding the motion and approved by unanimous vote by the Board.

Survey results again show that people don't know who the Board members are. It was decided we would provide Sue with a picture to post online on the Board Member page. People were confused about the Fall Goal Setting Conference. Next year we will combine the survey question for the Fall Goal Setting and Spring Parent Conference to see if there is still confusion about the Fall Conference. The parent meetings survey results, especially the Summit CU meeting, were discussed. We agreed that we would come up with 4-5 options and have the parents vote on the options and we can also use the email to reinforce why the parent meetings are mandatory. There will be 2 grandparent weeks this school year. We will not be doing the scholastic inserts this year, but we will provide a link. A suggestion was made about possibly putting the fundraising links in the monthly newsletters. We discussed a response regarding the enrollment process not being fair and the lack of diversity. We have tried to reach out to get a more diverse population, but we don't have busing or wrap around care.

For the Parent Meeting, Bonnie is handling the set up but we will be responsible for take down. Therefore, the Board Members need to be there by 5:15 unless you only have a child in TT then you don't have to be at the school until the Parent Meeting to introduce yourself.

The Agenda for the Parent Meeting will be Sue doing the Welcome, then the Board Members will introduce themselves (what your job is on the Board, who your kids are and what class they are in), Volunteer Information by Erin, and Teacher Introductions. The slide show will run from 6:15-6:45 and Marcia or Sherri will start it.

VICE PRESIDENT (Jessica): No report. Jessica was not present

TREASURER'S REPORT (Katy): Nothing to report.

FUNDRAISING (Sue): Jamie and Betsy wrote a Fall Fundraising insert for the folders. Some suggestions were made to the insert and Sue will go over the edits with them.

EVENT COORDINATOR (Stacey): We will be discussing the Meet, Greet & Eat at the September Board Meeting.

VOLUNTEER COORDINATOR (Erin): Need more people for Clean Up Night because we currently only have 6 volunteers. Sue will send an all school email for more volunteers. For orientation day parents, Erin has only heard from Penguin and Manatee parents. For play d'oh volunteers, they will only have to make it for one month. Two months for napkins and mop heads. Removed cutting shapes from volunteer duty as it has been a good job to give to people who skip their duty and need to make up for it.

EQUIPMENT & INVENTORY (Jesse): Nothing new to report.

PURCHASING (Donna): Donna will be gone the last week of August, the teachers will have a list prepared for her and she also needs additional money to purchase items.

ADVERTISING (Sue): We reviewed last year's advertising detail report which showed who we paid for our advertising. Kristi recommended we move to a more online advertising presence. Hulafrog would offer a 1-year contract at \$235/month, which would include being featured in the newsletter which gets emailed every 6 weeks, having our ad in the banner and boxes on the site, and a premium profile when searching the preschool area. Hulafrog's Madison site has 8000 email subscribers and the page views have averaged 40,000 in recent months. It was agreed we would discontinue advertising in Capital Newspapers, Hometown News Group and Willy Street Coop and go with Hulafrog which will end up being a slight savings.

New Business: None

Meeting Adjourned: 8:35pm

Next Meeting: September 12th