

Board of Directors

January 8, 2018 Meeting Minutes

In Attendance: Katy Kaufman, Mark Penn, Betsy LaMore, Zach Barber, Erin Kernkamp, Donna Campanelli, Maureen Treichel, Sue Carr, Juli Houston, Dawn Van Horn, Jessica Kennedy

Call to Order: Meeting called at 7:05pm

Approval of December Minutes: Approved with no changes.

DIRECTOR'S REPORT (Sue): We have a new Seahorse that started in 2018 and 7 very full TT classes

60th anniversary celebration - Sue was thinking we could tie it into a capital campaign. She brought an example of an idea she had - leaves with names and amounts of donation that could be moved if we have to relocate at any point in the future. She would like us to try to create something that would recognize donors. There is no new news with the church - Lex is on sabbatical (but has still been seen around the church) for the month of January. Sue dug up names of 155 former teachers and board members along with 379 former students since 2005. We will pick a date for a committee meeting.

We will decide on whether or not to have the Seahorse class at our March meeting when the enrollment numbers are in. These are the important upcoming dates:

- January 8th- application/tuition finalized
- January 9-10-11 applications to Board Members can turn in anytime
- January 15-19-Bag applications/FAQ etc in Brown Bags.
- January 29-February 2- TT visitation week (Will Bring Tentative Schedule)
- February 3- Open House
- February 5- Enrollment Current Families (includes all families, TT, and session 1 TT)
- February 12- Enrollment Day for New Families (includes Alums but they move to the top of the pile for that day only)
- February 12- Board meeting- decide about TT tuition and Early drop off program.
- February 26- Toddler Time applications go out, and can be turned in starting on
- Monday, March 5th (again Board members anytime)
- Date to decide about PM Preschool class.

PRESIDENT (Jess): Nothing to report

VICE PRESIDENT (Sue for Jamie): Parent meeting dates are set - they are in late February. Sharon (teachers trainer) will be talking about challenging behaviors - 2nd speaker is not lined up yet.

TREASURER'S REPORT (Katy): Katy went through the budget numbers for Q2 and pointed out that we are doing a really good job keeping things in line with past budgets. She said that the teachers are doing a great job of keeping the spending budget tight and using the things we have rather than going out and buying new supplies. She stated that this is a big reason why the budget looks so good. The gross profit looks good. There is a big savings from past years under Promotions - there has been more emphasis on social media and other free advertising. We discussed that we should work to pay up preschool to 4K in the preschool classrooms. We should also make an effort to emphasize that this year is our 60th anniversary - this is impressive!

Next we discussed potential rate increases for 2018/2019 - we focused on the 5 and 7% increases. Since we didn't increase the rates last year, we need to increase to catch up and help loosen our super tight budget. Maureen made a motion to approve the 7% increase, Erin seconded the motion and it was unanimously approved. We all agreed that 7% didn't seem like an overwhelming increase that would turn people off to our school. We also were using data that Katy provided regarding other local preschools - accredited, non accredited, religious - and compared them to where we are with tuition. It was clear that for a 5 star accredited school, our rates are very reasonable and well below the average (from 2016). We agreed that we need to make an effort to sell the fact that we are a 5 star accredited school and explain to people what that means. Mark suggested having these things listed on FB and other social media and using it to compare ourselves to other schools.

Sue brought up the fact that we should at least discuss whether we adjust the Seahorses being cheaper or leave it as is. Did it help to have it cheaper this year? Not really since there are only 7 kids - but we want the minutes to reflect that we acknowledged that we are keeping Seahorse tuition lower and we did not make a new motion to change it.

FUNDRAISING COORDINATORS (Betsy/Mark): \$252 from Fired Up Pottery - Mark will confirm dates for November

February they will start to send out letters for Spring Fling - it is later this year since the Spring Fling date is later than usual.

Betsy and Mark will meet about the brat fundraiser dates. Once the orders are in it takes 2 weeks - they will have more detail at February's meeting.

Co-Op cards are not moving as quickly as last year - all the \$100s are gone but we have a lot of \$50s. We will advertise them at the Parent Meetings and the Spring Fling - maybe have them by the registration table.

EVENT COORDINATOR (Teresa): not present

VOLUNTEER COORDINATOR (Erin): Spring sign ups went out this weekend. There was a slimmed down crowd at the winter clean up - 3 people who had signed up left the school. Maybe we should move the date until after break - everyone was in agreement - typically people don't want to come over break.

EQUIPMENT & INVENTORY (Zach): nothing to report

PURCHASING (Donna): nothing to report

ADVERTISING (Maggie): she was not present, but Sue mentioned that she should be getting flyers out to board members. Open house is Feb 3

New Business: one last thing to note is that Stephanie is gone for 2 weeks and Ellen is going to be here subbing for both classes.

Meeting Adjourned: 8:03pm

Next Meeting: Feb 12, 2018

