

Monona Grove Nursery School Board of Directors Meeting
Monday, November 16, 2020
7:00pm

** Due to social distancing requirements, this meeting was conducted via Zoom.

In attendance: Kathryn Mingione, Sue Carr, Amanda Rudningen, Jodi Schmitt, Lynn Witte, Aimee Wendt, Juli Huston, Meaghan Cibarich, Sarah Hackett, Erin Drewes, Danielle Goldsmith, Sarah Kopczyk, Nicole Blattner, Chelsea Fait, Kate Brown, Zach Barber

1. Call to Order
 - a. President Mingione called the meeting to order at 7:04pm.
2. Routine Business
 - a. Approval of Minutes from October Meeting
 - i. Sarah Kopczyk made a motion to approve the October minutes pending the correction of the September minutes (Sarah Hackett should be noted as the person who motioned to approve the September minutes). Chelsea Fait seconded the motion. The motion was approved unanimously.
 - b. Report from the School Director
 - i. Sue summarized her director's report. Of note, Juli is organizing some virtual field trips to the zoo.
 - ii. There were no other questions about Sue's report.
 - c. Financials
 - i. Amanda reported the PPP Loan has been forgiven 100%. For tax purposes, we will have to report the loan as income, but we will not have to make repayments.
 - ii. As of this meeting we have not received the latest payment from MMSD. Amanda is hoping it will post before the end of November.
 - iii. Amanda also reported that our Income payments are currently lower due to the unemployment work share program. As well, the 50% reduction in rent is helping.
 - iv. Sue noted that she has already paid MMSD for the student fees which should zero out once we collect them.
3. Roundtable Check-In
 - a. Nicole Blattner (advertising):
 - i. Nicole reported she is looking into advertising with HulaFrog again. It is a little costly, but she is checking it out for spring enrollment.
 - ii. Other advertising issues & ideas discussed were as follows:
 1. Should we increase the referral incentive?
 2. Nicole is going to connect with Sarah K to reach out to alumni families for recruiting in spring.
 3. Possible yard sign event for families, create incentive for them to put signs up. Maybe they would be entered into a drawing/ prize. Will probably need a push to deliver signs to people and alumni families.
 4. A lengthy discussion occurred regarding the February Open house. Here were some main points:

- a. Sue and staff are planning to make a video/ virtual open house with perhaps other options as well.
 - b. Could Sue host a live zoom? Might be better to have appointments for 1 or 2 families to come see the school in person. Parents only?
 - c. Questions arose regarding the enrollment/ open house dates. Given the uncertainty people wondered if we should move the open house and enrollment dates back so parents and families could actually come visit in person. Concern was expressed about other schools doing enrollment on their usual schedule and MGNS losing students due to late enrollment.
 - b. Sarah K (alumni relations):
 - i. Sarah asked the board, generally for ideas about what type of communication should go out to alumni families. The following ideas were shared: a December email with maybe some reminders of holiday giving, including some photos of stuff that has happened this year at MGNS (ie outdoor yoga, zooms, etc). Include information about yard signs and spring fling donations.
 - c. Aimee Wendt & Danielle Goldsmith (fundraising):
 - i. Fundraising updates:
 1. Butter Braids \$672 dollars
 2. Chipotle: \$355 dollars
 3. Jellyfish Jaunt: \$658 dollars
 4. Fired up pottery: Discussion about extending into the weekend and encouraging families to buy gift cards.
 5. Looking into MOD pizza fundraising for January.
 6. IDEA shared: Social media shout out for companies who helped us out this year.
 7. Spring Fling:
 - a. Starting to get things going for spring fling. Preparing for an online auction. Encouraging/collecting donations. List in shared drive of who donated for reference.
 - b. Idea shared: Possible online kids concert, David Landau--maybe two separate concerts if lots of interest.
 - c. Thinking about possibilities for holding actual events.
 8. Discussion about other fundraising ideas: Revel, Steve's Liquor.
4. Items for Discussion
 - a. Winter Parent Meeting
 - i. Topics to discuss: How stringent is parent participation? Topics for parent education. Ideas as of this meeting include race and equity & family wellness during covid.
 - ii. Discussion occurred about being flexible this year and doing something different than a more traditional parent lecture. The following ideas were discussed:
 1. Mental health "drop-ins" for families, parent groups focused on mental health, learning modules, list of resources/ideas.

- b. Tuition Rates for 2021-2022 School Year
 - i. The following ideas were raised during the tuition rate discussion:
 - 1. It may seem hard to increase, but we will have an increase in cost of expenses. Historically hard to not increase and then have to put larger increases in place two or three years later. Given, pandemic and closing we are not in a great financial situation this year. We are not sure what other schools are doing. Note that the monthly increase in tuition is rather small if we do a 3-5% increase. There was a question about toddler time and lunch bunch rates as well. Historically have not raised toddler time rates as it is a large feeder program for us.
 - c. Reopening Plan
 - i. The following things were discussed after Sue presented a reopening plan: We should survey families early in January about desire to attend in person or virtual. Do we have a minimum for “in-person” instruction? What if MMSD reopens? If lower interest in in-person instruction for 3K we should combine Starfish and Penguin classes.
5. Items Up for a Vote
- a. (For a potential reopening in January) Kathryn made a motion to have Starfish & Penguins combine and pay the penguin rate of tuition for two days a week of “in-person” instruction. Sarah Hackett seconded the motion. The motion passed unanimously.
6. Adjournment
- a. President Mingione adjourned the meeting at 9:03 pm.

Next Meeting: Monday, December 14 @ 7:00pm (Zoom)

**Please note, this is the 2nd Monday of December)