

**Monona Grove Nursery School  
Board of Directors Meeting  
Monday January 13th @ 7:00pm**

**In attendance:** Maria Keegan (President), Claire Huntley-Schwartz (Equipment and Inventory Coordinator), Claire Shurtz (Fundraising Coordinator), Sarah Thompson (Member-at-Large), Jordan Skoda (Fundraising Coordinator), Juli Huston (Teacher), Patrice Stadler (Teacher), Dawn Van Horn (Teacher), Sarah Firchow (Teacher), Sue Carr (School Director), Jodi Schmitt (Teacher), Beth Kernan (Advertising Coordinator), Veronica Willsey (Volunteer Coordinator)  
*Via Zoom:* Brooke Logan (Treasurer)

1. **Call to Order** - President Maria Keegan called the meeting to order at 7:06pm.
2. **Routine Business**
  - a. Approval of Meeting Minutes
    - i. December Regular Session Minutes - Maria moved to approve the minutes as presented. Beth seconded the motion, and it passed unanimously.
  - b. Report from School Director - There were no questions from the Board, and Sue had nothing to add to her report.
  - c. Financial Reports - Treasurer Brooke Logan reported that checking balance remains higher than usual in anticipation of our near future relocation plans. She has no concerns about expenses for the attorney, etc., that MGNS is incurring.
    - i. Brooke explained that there is still no budget for the coming year, which is unusual. Right now there are too many blanks. Brooke is hoping some of these blanks can be filled in before next month, and then budget approval typically happens in the spring.
3. **Roundtable Check-In** - Round table items were collected in advance and discussed in a shared document. There were no items Board Members felt needed discussion during the meeting.
4. **Items for Discussion**
  - o. Advertising and Yard Sign Extravaganza (YSE) Plans **(10 min)**
    - i. Advertising Coordinator Beth Kernan shared info about current partnerships for advertising MGNS
      1. Open house is 2/15
        - a. Beth has an excel spreadsheet of places MGNS has put flyers in the past. She plans to begin distributing once there our graphic designer finishes posters for the event.
      2. Macaroni kid website - MGNS has a paid sidebar that advertises the school on this local parent-oriented website. The website operator has asked that MGNS advertise his newsletter, which we

have done in two newsletters so far. The Board discussed also doing a social media shoutout.

- a. Claire Huntley-Schwartz asked if we get a report of clicks or anything so we know how much traffic MGNS gets from the sidebar ad. Board members agreed this would be good information to have.
- ii. Beth shared plans for the Yard Sign Extravaganza and opportunities to help
  1. Distribution begins 1/20, ends 2/20
  2. Claire Huntley-Schwartz plans to help Beth get signs ready
  3. There is a need for volunteers to distribute to houses that do not have current students.
- b. Discuss Messaging for Next School Year 2025-26 **(30 min)**
  - i. Sue shared preliminary ideas and next steps for consistent messaging to our community
    1. FAQ / Message to MGNS Community about the Future for the open house
      - a. Staff met and decided against staggering class times next year.
      - b. Board discussion of lunch bunch -
        - i. There is uncertainty about the feasibility/space for running lunch bunch next year. After discussing how to address this is the FAQ, there was consensus to say in FAQ that plans for lunch bunch are uncertain but forthcoming
      - c. Re: timing of the move - Sue reported that staff is leaning towards saying the move is likely to happen at the end of the year, until/unless we have more concrete info
      - d. Board Members suggested using a bullet point format to highlight some positivity/things that will not change when MGNS moves.
    2. Talking Points for board members and staff
      - a. Until we are able to make a formal announcement of plans, the plan is to stick with the language from December message to families, and to emphasize what is remaining the same.
    3. TT/Parent Meetings
      - a. The Board discussed sending Board parents to TT the week of Feb 3-7, after the announcement is made.

- i. Board members signed up for days of the week during the meeting.
  - b. Discussion of meetings after announcement to address parent questions, discussion of dates before the Open House (2/15) and current family registration (2/17)
    - i. Feb 12 at 7:30
    - ii. Announcement will go out via social media, email, including meeting times for questions
- ii. Capital Campaign Team shared how they will contribute to the messaging.
  - 1. There was an active mail discussion over the weekend within CC committee re messaging
  - 2. The consensus was that MGNS may need different messages for different audiences at different times
- iii. Board Members broke into small groups to brainstorm strategies moving forward. A group discussion followed.

5. **Items Up for Vote** - There were no items up for a vote during this meeting.

6. **Adjournment** - Claire Huntley-Schwartz moved to adjourn the meeting. Veronica seconded the motion, and President Maria Keegan adjourned the meeting at 8:18pm.