

Monona Grove Nursery School
Regular Board of Directors Meeting
March 17th, 2025

In attendance: Maria Keegan (President), Sara Brelie (Secretary), Sarah Thompson (Member-at-Large), Jordan Skoda (Fundraising Coordinator), Claire Huntley-Schwartz (Equipment and Inventory Coordinator), Beth Kernan (Advertising Coordinator), Kathryn Mingione (Teacher), Nicole Smialek (Events Coordinator), Jodi Schmitt (Teacher), Sue Carr (School Director), Juli Huston (Teacher), Dawn Van Horn (Teacher), Sarah Firchow (Teacher), Nicole Blattner (Vice-President), Brooke Logan (Treasurer), Chyna Benzine (Alumni Coordinator)

Via Zoom: Claire Shurtz (Fundraising Coordinator/Project Manager)
Guest: Amanda White (Capital Campaign Consultant), first part of the meeting only

1. **Call to Order** - President Maria Keegan called the meeting to order at 7:04pm

2. **Welcome Amanda White & Presentation** (25 min)
 - a. Amanda White introduced herself to the Board and gave an overview of capital campaigns with a focus on MGNS
 - i. Fundraising consultant mostly in Madison, in this field for 12 years
 - b. What does Capital Campaign mean?
 - i. Fundraising is about connecting with people who want to give.
 - ii. 80/20 rule - most of the time, 80% of dollars come from 20% of donors
 - iii. Fundraising takes time because it is relationship building - there is a cycle of engaging potential donors, asking for donations and thanking donors
 - iv. MGNS is on an accelerated timeline
 1. Our campaign is relatively small, which will help with quicker timeline
 2. There are always other campaigns happening, so MGNS has to stay focused on ours
 3. Tentative plan is to raise 65% by October and then continue into next year

3. **Routine Business** - Amanda White left the meeting after taking questions
 - a. Approval of Meeting Minutes - Beth made a motion to approve the minutes from the February meeting as presented. Claire Huntley-Schwartz seconded the motion, and it passed unanimously.
 - b. Report from School Director - there were no questions about the report from the Board. Director Sue Carr noted that, extra expenses related to the move are included at the bottom for Board to look at. All classes for fall are full, except there is still some space in toddler time.

- c. Financial Reports - Treasurer Brooke Logan noted that we are 75% through the current fiscal year when looking at numbers in the current budget. A couple of things are over, which are mostly offset by grants or are move-related extra expenses we anticipated. Brooke highlighted that the fundraising team has done so well that we have almost met the goal for the year without the Spring Fling, which is typically the primary fundraiser of the year. Board members had no questions about the current budget numbers circulated before the meeting.

4. **Roundtable Check-In** - Round table items were collected and circulated in advance and there was no further discussion necessary.

5. **Items for Discussion**

- o. BOB “Build out Bunch” Update (10 min) - Claire S gave an update on the project, floor plans and schedule.
 - i. Outdoor plans
 - 1. The plan is to take some of the playground fixtures from here and then work on a more nature-based play area.
 - 2. The city grant will cover most of cost of the fence and shed, and the plan is to create a play space with what we have and what we can obtain from our community
 - ii. First floor plans
 - 1. Families will walk into a cubby room and then a classroom. We are adding an ADA restroom to this floor in case we are able to move forward with plans for an ADA lift
 - iii. Second floor plans
 - 1. Not much change since the last plan other than extending the classroom a bit
 - 2. The big change is extending into the space where the lift would have been. That space can outfit that as extra toddler time space, room to grow, or extra storage
 - 3. Toddler time will enter through the main church entrance instead of a separate MGNS entrance. That may change with Phase 2, but we are saving money by not creating a separate entrance during Phase 1.
 - iv. Timeline
 - 1. The goal is to get plans to city by the first week of May, then approval is likely about 5 weeks right now, which would allow us to begin work in June when the building becomes available.
- b. Capital Campaign Update (15 min)-

- i. Kathryn gave an opportunity for questions and reflection on the Amanda White presentation
 - 1. Kathryn stated she will distribute Amanda's more specific campaign plan to the Board
 - 2. Brooke mentioned she has seen success in other capital campaigns with people organically starting GoFundMes
- ii. Capital Campaign is asking for additional help in the following areas:
 - 1. Management of Corporate Sponsorships for Campaign Events: such as ribbon cutting, new-space open house.
 - a. This could extend to corporate sponsorship of events
 - b. This help is also for the administration of thank yous, receipts, etc.
 - c. The expectation is that this work will pick up over the summer.
 - d. Board members are encouraged to consider taking this on.
 - 2. Management of Donations of Goods: such as office furniture, window coverings, kitchen appliances, or playground equipment.
 - a. Claire S has connections with groups that might donate specific items
- c. Presentation of the MGE Grant Application (10 min)- Claire Huntley-Schwartz gave an update on this grant
 - i. Right now, the grant applications is asking for 15K towards renovations, etc.
 - ii. Kathryn asked if we should ask for more? Claire was open to that, but also trying to find the right amount to ask for to maximize the chance of success. After a brief discussion, Board consensus was to ask for 20K
- d. 2025-26 Budget (10 min) - Brooke reviewed the latest draft budget. We will continue to discuss and approve a budget for next year as more components are finalized for next year
 - i. Brooke is continuing to plan for running a couple of years at a loss, and this negative amount is less than expected and is not concerning in the context of the move
 - ii. The Board will most likely vote on next year's budget in May.

6. Items Up for Vote

- a. Vote on the authorization of the grant proposal for the MGE grant - Claire Huntley-Schwartz made a motion to approve asking for \$20,000 from an MGE grant for use in MGNS's new home. Sue seconded the motion, and it passed unanimously.

7. **Adjournment** - Maria moved to adjourn the meeting, , Kathryn seconded the motion, and it passed, unanimously. President Maria Keegan adjourned the meeting at 8:19pm.

Next Meeting: April 21th 2025