

Gloucester Montessori Board of Trustees Meeting Minutes

1-13-15

Meeting 6:30-8:45

Attendees: Jessica Darling-Hendricks, Carlos Morales, Anna Morales, Michele Harrison, Wrenn Kibler, Wendi Anderson, Jennifer James, Pat Landau, Marianne Burroughs for financial presentation

Approval of minutes: 12-2-14 minutes unanimously approved after adding item to budget proposal—motioned by Carlos Morales, seconded by Wrenn Kibler

Reports and Updates

Marketing

Michele Harrison is working on batching posts through our Montessori Facebook page to increase awareness of our presence. Need articles and a filter to decide what to do with certain ones.

Press releases—need pictures and write-up in the Gloucester Gazette Journal, perhaps Southside Sentinel, sometimes Daily Press.

Now have password protected board section and PTO section on website to post pdfs of minutes.

How to address needs for pics, articles, etc for social media and other marketing

Proposal: Get a small group of parents to support photo and copy needs, email all parents when needs exist through Robyn, submit proposed copy to Pat Landau for content and style approval

Wren motioned to create a sub-committee for marketing include Jess Hendricks, Michele Harrison, Jennifer James, and any other parents who would like to help. Seconded by Anna Morales. Motioned carried.

Wendi Anderson Motioned for Pat Landau to be the point person for content and style approval before publishing any copy. Jessica Hendricks seconded. Motion carried.

Financial Report

Anna Morales is set to sign things at the bank to become approved signor.

Tuition and accounts payable are on time. Some interest being earned on tuition.

Down 2 total students in enrollment from September (now 29 students)

Discussion of value of some fundraisers that may not generate lots of funds, but do create positive buzz in the community.

In future, getting annual giving appeal letter organized by Oct to get the letter out and of good quality mailing with plenty of time to donate before end of calendar year.

Tuition rates for 2015-2016

Increases for next year to include covering all fees for extra-curricular items like swimming, sports, field trips, etc.

Proposal: across the board 3% rounding with rounding, same sibling discounts, Before and After School care stays same

Motion made by Anna Morales to accept this proposal, Seconded by Jessica Hendricks. Motion carried.

Strategic Planning

Review and affirm mission and core values

Motion made by Wendi Anderson to accept current mission and core values as a general starting place, to be modified in the future as the committee deems necessary. Seconded by Carlos Morales. Motion carried.

Strengths, weaknesses, opportunities, threats

Analysis

Next Steps: continue strategic planning process with intersession work sessions for strategic planning only. First meeting Tuesday, January 27th 4:00-8:00 pm (location to be determined)

Outline next steps including involving parents, admin, teacher in this process

Next Meeting(s): no date yet

Adjournment motioned by: Carlos Morales. Seconded by Michele Harrison. Unanimous approval.

Gloucester Montessori Board of Trustees

Between Board Sessions

Since the last Board meeting on Jan. 13, 2015, the Board has met for three strategic planning sessions on the following dates:

Feb 16
March 4
March 24

Action taken on 3-4-14

Anna Morales motioned to remove the \$500 scholarship reference from the plan.

Wrenn Kibler seconded.

Action: For this coming year, two 50% tuition allowances will be offered. Look in the future to develop short and long term scholarship policies.