

Monarch Montessori Board Meeting Agenda

Date of Meeting: September 1st, 2020

Our Mission: *To create a nurturing school community grounded in Montessori pedagogy, accessible to families of all incomes, that places the needs of the children first.*

Welcome! (7:00 p.m.)

Director's Update (7:05-7:30 p.m.)

- We are licensed!
- Outdoor space
 - Thank you to volunteers! - Pictures to share? **Thanks for the food Jennie!**
 - Fence went in on 08/25 and 08/26
 - Update board members on final cost of fencing **\$5,200**
 - Yard signs
 - **We have two large signs near the school**
 - **Church's interchangeable sign will soon advertise**
 - **We may get more yard signs for volunteers to put up in their yards**
- Classroom
 - Updates on the furnishing/setting up the classroom
 - Fish tank is set up! (**We have neighbors!! Six-seven Tetras, two FTE Cat-Fish, and a Sea Snail that Scooches**)
 - Bathroom updates (*see Tuition Committee notes).
 - **Space saving concepts (corner door and sink outside of the actual bathroom)**
 - **Construction begins end of September (guesstimate)**
- First Children's Finance Loan
 - Submitted, waiting to hear back
 - Virtual tour tomorrow
- Enrollment
 - Update on any enrollees or very interested parents- 2 applications, 2 in pipeline
 - Epa registration # Our EPA Registration Number: 83129-1
 - www.microbefreeliving.com
 - 50% off first month's tuition discount ends on 09/07
- Marketing - **Action item: everyone consider how to contribute to marketing**
 - Sent out mass email to childcare centers and ECE schools -
 - **Most other centers also struggling with enrollment**
 - Flyer drop in Saint Paul, Roseville, Maplewood and local restaurants, grocery stores, and door steps
 - **Volunteers needed!**
 - Door knocking in Payne/Phalen Neighborhood
 - Announcement in church newsletter
 - Signage
 - Started using classroom photos and videos on social media

- Find channels- employers of essential workers
 - **Action item: Maria will learn more about non-solicitation policies/ any other avenues for advertising**
- Gustavus Church is having a food truck fair this Sunday 09/06
 - **ACTION ITEM: Volunteers needed 11am- 7pm**
 - **Shift times could be 3 hrs**

Need-Based Scholarships for Children of Essential Workers - Julia (7:30-8:00 p.m.)

- Per email circulated to board members on 08/26
- Donor is giving \$3,600/mo (until May 2021) for scholarships/tuition assistance
 - Covers full tuition for three students OR
 - Tuition assistance is determined by household income/number of children
 - [Financial aid calculator](#)
- How will this affect our [budget](#)?
- Tuition assistance and marketing:
 - First goal: pivot our customer marketing by reaching out to essential workers in the area who might need childcare.
 - Second goal: pivot our donor marketing by encouraging people to donate to Monarch's coronavirus emergency tuition fund--hopefully offer more than three students tuition assistance.

Marketing - Jennie (8:00-8:20 p.m.)

- For customers/families
 - Complete initial customer discovery/figure out our channels for marketing to essential worker families
 - Network with different companies, employers of essential workers, etc. to see if we can market directly to their employees
 - Hospitals, clinics, educators, etc.
 - **Action item: Maria reach out to MN COVID Sitters**
 - Promote awareness
 - Julia potentially writing blog post on Monarch's website
 - Changing website to emphasize this program - big/bold banner on landing page.
 - Emphasizing on social media this program
 - Reach out to local news organizations to see if they would be interested in running this as a story
 - Quinn (Julia's brother) will be sending out a mass email- DONE
- For donors/fundraising
 - We believe more people will be inspired to donate to Monarch if they believe their dollars would be used to assist with essential workers' childcare needs.
 - Pivot the goal for the online silent auction fundraiser and advertise that the funds will be used for tuition assistance.

- Utilize additional crowdfunding platforms to help with getting additional funds.
 - Especially GiveMN -- Give to the Max Day is approaching
- As mentioned above, reach out to news organizations and include information about donating.
- Create a separate page on the website discussing the program?
- Advertise this information on social media

Fundraiser Committee Update: (8:20-8:40 p.m.)

- Online silent auction
- **We have about 30 items**
- **Prepared to launch as soon as one week (perhaps 09/17)**
- **Action item: We could use more items donated**

Tuition Committee Update: (8:40-8:45 p.m.)

- Determine a time to meet about
 - New tuition assistance program
 - Sibling discount rate

Hiring Committee Update: (8:50-8:55 p.m.)

- In conjunction with bathroom installation, **Julia**, does the hiring committee need to convene to hire a bathroom shuttler?
 - **Theresa Kallmes has volunteered; Theresa's friend will sub; Kirsten Benton volunteers for periodic assist; Assistant Teacher Lori has volunteered to begin the year early to assist, paid, as shuttler**

Background Checks Reminder (8:55-9:00 p.m.)

- Jennie uploaded instructions to Google Drive
 - [DHS Background Application How-To Guide](#)
 - **Action item: Everyone must complete their background check**

Volunteer opportunities (9:00-9:10 p.m.)

- Thank you letters
 - Maria has completed
 - **Action item: remaining addresses needed from Julia**
- Review any upcoming volunteer opportunities as we prepare for opening the classroom.

Review Action Items and Adjourn (9:10-9:15 p.m.)

Action Items:

- Review [employment contract](#) for Julia

- *Review COVID-19 confirmed cases action plans (what are our actions/recommendations if there is a confirmed case in the household, not necessarily the primary caregiver)*
- *Maria will look into advertising to essential workers (ie. health care workers)*
- *Maria reach out to MN COVID Sitters*
- *Volunteers needed for flyer drop*
- *Volunteers needed 09/06 for Gustavus Adolphus Church Food Truck Fair 11a-7p*
- *Julia & Chris meet to set up a seperate account for donation*
- *Julia & Kevin meet/discuss*
- *Reach out to different channels to get more silent auction items - EVERYONE*
- *Consider how you can contribute to marketing - EVERYONE*
- *Julia update remaining addresses in [Thank You spreadsheet](#)*

Future Meeting: October 13th, 2020