

Monarch Montessori Board Meeting Agenda

Date of Meeting: October 13th, 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 (7:05-7:45 p.m.)

- [Slideshow](#)

Financial Information

- Taxes for 2019 have been filed. (Our tax year ends August 31st.) Will update when they are accepted.
- Scholarship Funds
 - We are currently using \$1,948 of the \$3,600 we receive per month, which leaves us with \$1,652 to disburse.
 - This does not include the donations from the online auction. We should make a plan for this money.
- Public Health Funds for Child Care
 - For months September 15th-December 15th
 - Applied and will hear back soon
 - I believe we are eligible for up to \$9,000
 - Must use for operating expenses for those months
- First Children's Finance Loan- We have received the loan!

Borrowers:	Monarch Montessori School
Loan Amount:	\$40,000.00.
Purpose:	To provide working capital and addition of a new bathroom.
Interest rate:	Eight (8.50%) percent per annum.
Term:	7 years – 84 months.
Repayment Schedule:	84 months at \$633.46 with four months of interest only payments of approximately \$284.00 per month.
Disbursements:	Disbursements directly to Monarch Montessori School
Collateral:	Lien on business assets.
Conditions:	This loan is based on the following conditions: <ul style="list-style-type: none">● Disbursement will be paid directly to the bathroom contractor when requested by MMS;

- Disbursement on any remaining cash flow to be sent as request;
- Submit financial statements as requested;
- Participate in the FCF Annual Business Survey; and
- Work with FCF Business Development Specialist if needed or requested;

Closing Costs: FCF Processing fee of \$50.00 and borrower will pay all out of pocket expenses in connection with this loan. That may include any filing fees, closing fees, other miscellaneous fees.

Please note that:

There is no penalty for pre-payment of your loan, and Your loan is non-assumable.

Classroom Updates

- Outdoor space
 - Would love log stepping stones
 - *Chris and Kirsten - Benton cabin*
 - Would love log balance beam
 - Looking into dome climber
 - Purchased large building blocks, had tool bench and kitchen donated
- Classroom
 - Closed this week Monday-Wednesday due to COVID-19 potential exposure
 - Building the sub list
 - Maria: Vinny, Anna, Maddie, Eileen's husband, Mercedes
 - Registered with Teachers On Call
 - Hope to use Montessori Colleagues in the future
 - Volunteers for meeting subs?
 - Bathroom updates
 - Bathroom installation timeline (when will construction begin?)
 - We have not needed to hire a bathroom shuttler due to our low enrollment numbers.
- Enrollment
 - We have three children enrolled.
 - People are finding us through Google and through referrals.
 - Currently two tours scheduled next week.
- Marketing -
 - Partnering with First Children's Finance



- Signage
- Started using classroom photos and videos on social media
- Tuition committee approved \$50 tuition credit for referrals
- Blog posts, consistent content - 1x per week
 - Lists - Top 5
 - Short in length, concise

Pivot to Tutoring and Small Friendship Groups?

- Survey results
 - Current school choices: 8 Distance Learning; 11 in-person or hybrid; 2 forgoing school at the moment
 - Only 1 respondent was not comfortable with any in-person option
 - Would you or others in your networks be interested in:
 - One-on-one tutoring- 57% yes
 - One-on-one tutoring with parent present and involved- 43% yes
 - None of the above- 28%
 - Interesting comment: “You could offer yourself as facilitating social activities for children. Our family doesn't need academic tutoring but would be curious about 2-3 children in a social activity. More than that would probably be too much for our comfort level. I know that many SPPS families reported in their surveys this summer that they were worried about their children missing out social/emotionally as they thought about the prospect of distancing learning .”
- Tutoring plan
 - Ages 3 through 12 (grades pre-k through sixth)
 - Families sign up for regular 50 minute tutoring sessions 1 to 5 times per week.
 - Our educator can provide optional take-home materials for additional practice.
 - Lori's schedule- can handle 2 tutoring sessions per day, 10/week
 - Cost? Discussed \$50
 - Allow families to checkbox for tuition assistance (\$10 scholarship) (self-identify) - as funds are available
 - Ideas/Comments:
 - Market as a monthly special/set of courses for 1 month
- Friendship group plan
 - 2-3 children in the same age range
 - Meet twice a week for 50 minutes
 - Launch this second
 - Ideas/Comments:
 - Market as a monthly “course” they sign-up for:
 - Art
 - Music
 - Cooking
 - Reading
 - Dance/Physical Activity

- Market specific classes or co-horts or enrichment groups with small consistent groups in a safe environment (~3 kids per group)
 - Tuesday, Thursday group
 - Monday, Wednesday group
 - Use after hours
- Can we offer activities or enrichment opportunities for older kids as well
- Cost per person: \$30 per hour - 8 1 hour sessions for a month = \$240 per month

Marketing (7:45-8:00 p.m.)

- For customers/families
 - SEO - **This is especially important if most of our customers found us through Google searches.**
 - Push out more (consistent) content
 - Weekly (Monthly?) blog posts to the Monarch website
 - Make a game-plan on how to push out regular blog posts (ex: every other week Julia writes a blog post. Board members write a blog post the opposite week).
 - YouTube page - we have one!
 - Feature vlogs about what is happening at Monarch, advertisements for future services, etc.
 - Continue to reach out to local news organizations/online blogs to see if they would be interested in running this as a story
 - Network with different companies, employers of essential workers, etc. to see if we can market directly to their employees
 - Hospitals, clinics, educators, etc.
 - Maria reach out to MN COVID Sitters - **Update?**
 - **Open for discussion:** Does anyone else have any ideas for marketing?

Fundraiser Committee Update: (8:00-8:20 p.m.)

- CELEBRATE a successful fundraiser!!!
 - \$3,500.00 raised!
 - Please give an update on any silent auction items that still need to be distributed/winner who have yet to pay
 - **Discuss options for sending out thank you letters to donors.**
 - [Donation receipt template](#)
- Next fundraising idea?
 - Spring Event
 - Other Fundraising Ideas:
 - Giving Tuesday (December 1, 2020)
 - Montessori Education Week (February 21 through February 27, 2021)
 - P2P Virtual Challenge (steps, books read, etc.)

Background Checks Reminder/Check-In (8:20-8:25 p.m.)

- Jennie uploaded instructions to Google Drive
 - [DHS Background Application How-To Guide](#)
 - **Action item: Everyone must complete their background check (WAIT for Julia to give you the go-ahead)**

Volunteer opportunities (8:25-8:35 p.m.)

- Sending another round of thank you letters to new donors (outside of fundraiser)

Review Action Items and Adjourn (8:35-8:45 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)- entire family isolates for 2 weeks. Child cannot return to Monarch for 2 weeks.
- Maria will look into advertising to essential workers (ie. health care workers)
- Maria reach back out to MN COVID Sitters
- Julia & Chris meet to set up a seperate account for donation
- Julia & Kevin meet/discuss
- Consider how you can contribute to marketing - EVERYONE
- Chris and Kirsten - Logs for play area from Benton's cabin next weekend
- Update Amazon Wish List with more items for outdoor play area, classroom, etc. and promote now (Amazon Prime Days)
 - Soccer goal, snow shoes, sleds, etc.
- All - Reach out to any potential substitute teachers
- Julia - Send Julie Google account sign-in
- Julie to send out info on creating video content
- All - blog and video content (Maria to edit written copy, Julie can help with video editing)

Future Meeting: Tuesday, November 10th, 2020 (second Tuesday of the month).