

WTG Board Meeting Minutes

June 3, 2013, 7:00pm-8:30pm

Type of Meeting: Board Meeting

Meeting Facilitator: Carly Donnelly, WTG President

Note taker: Jenny Giambrone, Secretary

Attendees: Susanne Harvey, Tina Barker, Carly Donnelly, Kara Clawson, Kayla Rubin, Jenny Giambrone, Judi Ciucci, Keri Phillips, Stepanka Ruzickova, Jennifer Wilson, Kristen Williamson, Sara Bennier, April Murphy, Wendy Smith, Julie Lum



Key Foundations

Enrollment/Marketing
Finance/Fundraising
Classrooms/Community

Call to order 7:09pm

Building Team, Building Vision

- Beyond “_____’s Mom”
 - Icebreaker
- Exploring WTG Mission
Critical Foundations:
 - Enrollment/Marketing
 - Finance/Fundraising
 - Classrooms/Community
 - What is a Co-op?
- Reviewing job description/summer jobs

Everyone should have gotten these via email. Carly encouraged all members to contact her if there were any questions. Carly also mentioned that the website password and login information has been changed for the current board. Board member login is: wtgboard, password: board2014. Parent login is: wtg, password: wtg2014.

Approval of minutes from last meeting

- May 2014
Minutes will be approved at the August board meeting.

Announcements

Calendar

- ***Monday, June 9, 10:30-11:30am: Open House. Spread the word.***
- ***Tuesday, June 10, 7-8:30pm: Class Coordinator Training, WTG Sanctuary***
- ***Saturday, August 16: Woodinville Parade
Everyone will line up at 10:00am (exact location TBD). Current families and alumni invited.
Please let Keri know if you will be attending and would like to help with the banner or handouts.***
- ***Tuesday, August 26, 7-9:00pm: Board Meeting WTG Sanctuary***
- ***Thursday, Sept 4, 9:30-11:30am: Set Up (All Board)
Mandatory. Anyone who cannot attend should plan to do the play yard clean up. Children of board members are welcome.***
- ***Friday, Sept 5, 10-11am: Open House (Select Board Members) Spread the word.***

* Enrich parenting skills * Provide a developmental curriculum *
* Play, learn, and explore * Build a community of support *

- FYI: Orientations 9/8, 9/9, 9/10, 9/11, 9/12
- Early September (?) TBD: Play yard clean up (Select Board Members)

5n

WTG Mission - Updates

- **Finance/Fundraising-**
 - Treasurer's Report- *Carly Donnelly*
Carly shared that the 2013-2014 year ended with a positive balance due to good budgeting and fundraising efforts. She proposed paying for a monthly Quickbooks subscription to help with ease of budgeting and tracking for future boards. Keri motioned to approve the \$12.95 monthly fee for online Quickbooks. Kara 2nd the motion, and the board approved.
- **Enrollment/Marketing**
 - Enrollment- *Kara Clawson*
Kara reported that classes are filling, with one class having a waitlist. Tuesday PM and Wobblers need enrollment. The importance of getting up to 85% full so that no classes need to be canceled was stressed. It was discussed that the website be updated with FILLED when a class fills, so that parents will be encouraged to choose another class that has openings. Keri spoke about the "Enrollment Trains" in the Blue Room serving as a visual for how full each class is.
 - Marketing-*Keri Phillips*
Keri shared new info flyers with pull-off tabs advertising the June 9th Open House, and that the information is also on the Cherry Valley Macaroni Kids website and Facebook. Keri and Stepanka are teaming up to revamp the WTG website. Keri also mentioned that she was looking into using the last of the 2013-2014 budget for window clings or car magnets. April suggested that Keri speak to the EMOMs group, and Kristen mentioned the possibility of getting on the PEPS speaker list. The board agreed that word should be spread to the neighboring communities as well, to capitalize on the lack of comparable programs there.
- **Classrooms/Community-**
 - "Fun" Raising- *Kayla Rubin*
Current fundraising ideas are t-shirt sales, Chinook Books, the Baby Disco, and raffle at Caspar Babypants. Kayla wants to keep fundraising to one thing each quarter, so as not to overwhelm families. Kayla also proposed the idea of a GoFundMe account to raise funds for a permanent sign. "Restaurant Night" (possibly Qdoba?) was also suggested for that purpose. The board also discussed adding an explanation of why we fundraise (in addition to paying tuition) to the parent handbook.

New business

- **Parade-** *Keri Phillips*
 - Parade theme and marketing give away
The theme is "Summer Fun". In committee breakout, sidewalk chalk and/or bubbles bearing the WTG logo were suggested as items for giveaway.
 - Representative at Darcy Hardy's Usborne Books booth

* Enrich parenting skills * Provide a developmental curriculum *
* Play, learn, and explore * Build a community of support *

- **Scholarships- Carly Donnelly**

Carly explained that the current scholarship form will continue to be used. The form can be obtained from Kara, if interest is shown. A scholarship committee will be formed, and the committee will anonymously choose the scholarship recipients. Board members may ask for a 25% scholarship (or more), and can obtain a form from Jennifer.

- **Board Culture**

- Email etiquette, wtg gmail accounts

WTG gmail accounts get passed down from board to board. They are for WTG business, not personal use. Jenny will create a Secretary email (wtgsecretary@gmail.com), and Judi will create a Safety and Operations Coordinator email (wtgsafety@gmail.com).

- Board meetings dates

Carly will secure future dates and let the board know.

- Tuition Discounts/Scholarships

- Snack schedule

Food allergies

Sign up was passed for members to bring snacks for the first four board meetings.

- **Board Volunteer Opportunities**

- Committees

The Parade, Marketing, and Fundraising Committees met in breakout sessions.

Parade Committee: Discussed how the parade works (families gather at a prearranged location and walk together, volunteers hold banner and pass out giveaway items), and this year's theme – summer fun. Several ideas were tossed around for the giveaway item. Bubbles with a WTG logo sticker, or sidewalk chalk packaged with a WTG logo sticker were the frontrunning suggestions.

Marketing Committee: The committee discussed some of the main tasks that marketing is responsible for: the website, social networking, promotional materials, events, online marketing, and presentations about WTG to other parent groups. It was decided that Kristen would take over social networking (Facebook, the blog, and Pinterest), as well as reach out to contacts at PEPS. Julie will help with pricing promotional materials. It was suggested that different library story times be visited, to do a brief plug for WTG, as well. All agreed that the marketing focus would be on an atmosphere of community at WTG.

Fundraising Committee: Talked about the fundraising options throughout the year. Fall: t-shirts, Chinook Books. Winter: Baby Disco and restaurant night. Spring: restaurant night and GoFundMe website (for funds for permanent sign). Also, parent Susie Pederson will help with t-shirts and Chinook Books, to cover Kayla's absence in part of August/September.

- **10 Week Quarter**

- *Susanne informed the board that LWIT is switching from an eleven week quarter, to a ten week quarter. Susanne and Tina proposed keeping to the eleven week schedule, but making*

* Enrich parenting skills * Provide a developmental curriculum *

* Play, learn, and explore * Build a community of support *

the “eleventh week” a fun day, instead of a class day (examples were Family Days, Field Trips). This would be separate from the parent-ed requirement. It was suggested to plan these “Family Weeks” near holidays to help families avoid missing class. Judi motioned to approve the 2014-2015 School Calendar as 10 weeks plus one Family Week. Julie 2nd the motion, and the board approved.

Adjournment 8:44pm

*** Enrich parenting skills * Provide a developmental curriculum *
* Play, learn, and explore * Build a community of support ***