**Board of Directors Meeting**

**Marine Village School**

Thursday, April 21, 2022, at 700 PM - Via Zoom

**In attendance:**

* Win Miller (President - Chair)
* Jennifer Cress (Community Director)
* Dave Dochniak (Board Member)
* Pete Gardner (Vice President)
* Carla Guinee (Secretary)
* Brian Madder (Treasurer)
* Ellie Holte (Consultant)

**Apologies:**

* Kelly Bock (Board Member)
* Daryl Timmer (Board Member)

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1. **Call meeting to order**

Meeting Called to order by Win at 7:02PM.

1. **Approve the Agenda**

*Motion to approve agenda carried unanimously*.

1. **Community Director Report**

* We need volunteers to get more enrolments. We need 2-3 people to do at least 3 different events. Please let Jenn know so she can develop a roster.
* Marketing meeting – for ideas to incorporate into our marketing plan. These are discussed weekly between Jenn and Ellie.
* Events calendar has been created. Please look at it and see where you can help.
* Online post created to promote our Open House on 1 May, prizes ordered for this day too.
* Carla is doing outreach to Preschools and Daycares to establish relationships with the community and promote MVS.
* Jerad delivered cards for our upcoming Open House 1 May.
* Parent meet-up organized to reassure parents that our school is on track to open in the fall.
* Maker’s space: Jenn proposed this idea and asked if Brian and Kelly or anyone else would be interested in this project. Brian advised he will think about how we can organize that and get back to Jenn.
* Another email newsblast was sent to the 1600 contacts.
* A mailing to 3,200 residents in our target market was mailed today, announcing the open houses.
* Images of older children added to our MVS cards to target that age group. Jenn’s neighbor Kim is handing out these cards to the designated spots.
* Win started a blog post which we will continue.
* River radio is giving us a shout out on 23 April at the beginning of the show talking about new board members, signing the lease and the open houses.
* Volunteers will be needed for open gym sessions on Saturday afternoons.
* Peter asked if we have asked the local paper to do a pro bono article on our open day. Win advised this week they did two articles, one on our new directors and one on the lease being signed. They also put the details of upcoming open houses.

1. **CSP Grant**

Win advised we have received our Unique Entity Identifier number and we need to get our Local Education Authority number and the Authorizer is working on that. We also require one more policy to be sent to MDE and this is in progress. The OGAN contract should be approved by next week which is required before we can spend the CSP grant funds.

1. **Policies to be acted on April 21**

*Motion to approve the Fixed Asset Policy, Enrollment Policy, Conflict of Interest Policy, Equal Employment Opportunity, and Credit/Debit Card Policy carried unanimously.*

1. **Amendments to Articles of Incorporation and Bylaws**

Win advised this item will now be taken off the agenda moving forward as the changes were accepted.

1. **Enrollment**

Win advised we had two withdrawals this week which brings our total enrolment to 22. Win shared feedback on a recent conversation regarding confusion that still exists amongst the community between MVS and River Grove.

1. **Open Houses** 
   1. Sunday, May 1: in coordination with City fun day at the school
   2. Saturday, June 11
   3. July 3 and 4?

We are working hard to differentiate ourselves for the community to understand that we are a stand-alone entity in the Marine community.

1. **Pioneer Press Web Ads**

* This is a new initiative to continue to promote our school an increase enrolment. Win advised 20,000 emails will be sent to emails of families who have children aged 4-10 years in a geographic area within sixteen miles of Marine (excluding Wisconsin). If families click on the ad, this will direct them to our website. Once they click, they will also get a follow up email after 2 days.
* We will be able to do this twice. One will be sent out week 4/25/22 and the second one the week before 6/11/22 before our Open House.
* We are also doing 100,00 push down ads – when you are on twincities.com, these ads will provide a link to our website. These ads are based on demographics and geography. This will be spread out through many weeks.
* Peter asked if we have asked the local paper to do a pro bono article on our open day. Win advised they did two articles, one on our new directors and one on the lease being signed. They also put the details of upcoming open houses.

1. **Facilities** 
   1. Office Furniture opportunity—Carla has offered to help with the purchasing and design of some of the office spaces.
   2. Lease approval – lease has been signed.
   3. Clean up in May? – potential date to clean up the Forest is Saturday 30 April at 9am.

**Action items:**

* Website Bios: Dave, Darryl, and Carla to send head shots and bios to Jenn to update the website.
* Painting: Win to organize a copy of the school key for Dave so he can commence painting.
* Cleaning equipment: Dave will look at getting a cost for the cleaning equipment and get back to Win by Monday 4/25/22.

1. **Discussion Items**
   1. Technology: no update this week.
   2. Food Service: Win mentioned he could use some help managing the Food Service issue.
   3. Transportation: Dave is looking at leasing opportunities for the school. He will give Win an update on this next week. Win will discuss this with Lisa (From River Grove) to obtain more feedback and information on this.
2. **Next meeting via Zoom. Regular monthly meetings are 1st and 3rd Thursday of the month at 7PM.**
   1. Thursday, May 5, 2022 at 700 PM
   2. Thursday, May 19, 2022 at 700 PM
   3. Thursday, June 2, 2022 at 700 PM
   4. Thursday, June 16, 2022, at 700 PM
3. **Other items**

No other items were brought up for discussion.

1. **Adjournment**

Meeting was adjourned at 7:50PM.

Minutes taken by Carla Guinee.